

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

O. M. BEKETOV NATIONAL UNIVERSITY OF URBAN ECONOMY IN KHARKIV

TESOL-UKRAINE

CENTER OF FOREIGN LANGUAGES (NUUE)

***YOUNG RESEARCHERS IN THE GLOBAL WORLD:
VISTAS AND CHALLENGES***

***BOOK OF PAPERS OF THE INTERNATIONAL FORUM
FOR YOUNG RESEARCHERS***

(April 11, 2019)

Kharkiv – O. M. Beketov NUUE – 2019

УДК [339.9:303.8-053.81](06)

Y70

Редакційна колегія:

- Сухонос М. К.** – доктор технічних наук, професор, проректор з наукової роботи Харківського національного університету міського господарства імені О. М. Бекетова;
- Ільєнко О. Л.** – кандидат філологічних наук, доцент, завідувач кафедри іноземних мов Харківського національного університету міського господарства імені О. М. Бекетова;
- Крохмаль А. М.** – кандидат педагогічних наук, доцент кафедри іноземних мов Харківського національного університету міського господарства імені О. М. Бекетова;
- Зубенко С. О.** – старший викладач кафедри іноземних мов Харківського національного університету міського господарства імені О. М. Бекетова;
- Максименко Ю. С.** – викладач кафедри іноземних мов Харківського національного університету міського господарства імені О. М. Бекетова

Young Researchers in the Global World : Vistas and Challenges : Book of Y70 Papers of the International Forum for Young Researchers, Kharkiv, April 11, 2019 yr. / O. M. Beketov National University of Urban Economy in Kharkiv, TESOL-Ukraine [and oth.]. – Kharkiv : O. M. Beketov NUUE in Kharkiv, 2019. – 301 p.

ISBN 978-966-695-490-2

Збірник містить матеріали Міжнародного форуму «Молоді дослідники у глобалізованому світі: перспективи та виклики», який відбувся у квітні 2019 року в Харківському національному університеті міського господарства імені О. М. Бекетова на базі кафедри іноземних мов.

УДК [339.9:303.8-053.81](06)

© Колектив авторів, 2019

ISBN 978-966-695-490-2

© Харківський національний університет
міського господарства імені О. М. Бекетова, 2019

SECTION 1

CONTEMPORARY ISSUES OF DEMOCRATIC SOCIETY DEVELOPMENT. DEMOCRACY THROUGH LAW

INVALIDATION OF THE TESTAMENT

Yurii Barda, student

Iryna Veres, Associate Professor (Law), Research Advisor

Natalya Hrynya, Associate Professor, PhD in Philology, Language Consultant
Lviv Ivan Franko National University

Throughout most of the world, the disposal of an estate has been a matter of social custom. According to Plutarch, the written testament was invented by Solon. Originally, testament was intended solely for men who died without offsprings.

The **object** of the research is the legal relationship connected with the organization of inheritance rights. The **subject** of the study is the legal regulation of invalidation of the testament.

The **purpose** of the research is to study the legal status of testaments in modern Ukrainian legislation. The **goal** of the research has determined the necessity to fulfil the following tasks: to identify and analyze the specific procedure of drafting testaments.

Under Art. 1233 of the Civil Code of Ukraine the testament is a personal order of an individual in case of his death. In legal literature, the term "testament" is used in different ways: a testament is referred to as a document in which the will of the testator is expressed, and the act of expressing the will of the testator.

Almost two-thirds of Ukrainians die without a testament; it means that they have died "intestate". When this happens, Ukrainian laws will determine how property is distributed upon death.

The Civil Code of Ukraine determines the grounds for the invalidation of the testament. They are the following:

1) Drafting the testament by a person who did not have the right for drafting. The invalidity of the testament, in this case, is related to drafting the testament by a person beyond his testamentary capacity. The legislator determines cases when the person has a lack of testamentary capacity.

2) If there is a violation of the testament form, it can be considered as invalid. Art. 1247 of the Civil Code of Ukraine reveals general requirements for the form of the testament. The testament is written by a testator, indicating the place and time of its compilation.

3) This document must be further certified by a notary. In another case, it will be invalid.

The issues of the legal regulation and status of testaments in modern

Ukrainian legislation have been investigated by many scholars, namely: Kukharev O. Y., Pisareva E. A., Rozgon O. V. and many other famous researchers. Besides, further research of legal regulation of invalidation of the testament in the context of reforming the Ukrainian legislation reform is important.

Testament can be acknowledged as invalid both in whole and in part. The presence of small errors in the preparation procedure of the testament doesn't mean that it is invalid if a court found that it doesn't affect the understanding of will expression of the testator.

It should be mentioned about the facts when someone has forced the will-maker to make or change their testament so that it benefits the person who has applied the pressure. In those cases the testament can be acknowledged as invalid.

Taking into consideration everything mentioned above, I would like to summarize that invalidation of the testament is one of the main institutes of civil relations, which has a specific internal structure and legal status.

References:

1. Кухарев О. Актуальні питання вирішення судами спорів про визнання заповітів недійсними / Олександр Кухарев // Вісник Національної асоціації адвокатів України. – 2016. – № 12 (29). – С. 21–30.
2. Кухарев О. Є. Спадкове право України: Навч. посібник / О. Є. Кухарев. – Київ. : Алерта, 2013. – 328 с.
3. Писарева Е. А. Заповіт як підстава виникнення спадкових відносин: деякі аспекти правового регулювання / Е. А. Писарева // Вісник Академії управління МВС. – 2009. – № 3. – С. 104–113.
4. Узагальнена судова практика Верховного Суду України «Практика розгляду судами цивільних справ про визнання правочинів недійсними» від 24.11.2008 р.
5. Українсько-англійський словник правничої термінології [Текст] / уклад. Л. В. Мисик; відп. ред. В. Т. Нор. – Київ: Юрінком Інтер, 1999. – 528 с.
6. Сучасний українсько-англійський юридичний словник [Текст]: близько 30000 термінів і стійких словосполучень/ І. І. Борисенко. – Київ: Юрінком Інтер, 2007. – 632 с.

ANCIENT CHINA: SOCIAL ORDER, POLITICAL SYSTEM, LAW

Yaryna Biletska, student

Borys Tyshchyk, Candidate of Law Sciences

Lily Kuznetsova, Associate Professor, PhD (Philology)

Ivan Franko National University of Lviv

INTRODUCTION

The history of Ancient China is divided into three periods, which are called by the name of ruling dynasty:

- 1) Shang (Yin) period - 18-12 centuries. BC - the slave period;
- 2) Zhou period - 11-3 centuries. B.C.;
- 3) Han Period (3rd century BC - 3rd century AD); [1, ст. 99]

The emergence of the ancient Chinese statehood is:

- the transformation of the tribal leader into the van-king, whose power is hereditary;
- the formation of control apparatus in the center and on the ground;
- the formation of professional armed forces;
- the division of the state and population into territorial units, the attachment of the population to a certain territory;
- making up ancient Chinese law [1, ct. 101].

1. SOCIAL ORDER

Nobility:

- 1) van and all his family;
- 2) the rulers of certain regions with their family, military leaders, senior officials of the state apparatus;
- 3) priests, gendarmes, soothsayers;
- 4) the leaders and elders of the conquered tribes.

According to the rank, the aristocracy was given certain rights. The life, health and property of the slave-owning nobility protected by strict measures. [1, ct. 106]

Peasants-communists and artisans, small traders. All the free peasant population of Yin joined the territorial communities. Each community consisted of several large groups or families. Each territorial community owned some land. Peasants also carried out military, construction, guards and other services. [1, ct. 108]

Slaves. Slaves were completely powerless, they could be sold, bought, given, handed over, they were not allowed to have a family. Sources of slavery were different. The main thing is military captivity [1, ct. 110].

2. POLITICAL SYSTEM

Central authorities and management:

- 1) Van - the supreme ruler of the whole country.
- 2) Xiang directed all the highest officials, fulfilled various orders of Van.
- 3) Teachers. One of them was called a great educator, the other was a great teacher, the third - a great mentor.
- 4) Senior government officials:
 - Sima - the highest military-administrative official who commanded the army.
 - Sikun was in charge of public works, agriculture, trade, crafts;
 - Sitto was engaged in matters related to the duties of the population, payment of taxes, collection of tribute from the subordinate peoples.
 - Sikou was in charge of punishment. [1, ct. 110]

Local management. Local rulers were obliged to bring their own militia if necessary, send people and slaves to perform community work, deliver a different

tribute - grain, rice, livestock, wheat, horses, part of hunting prey. [1, ct. 116]

Armed forces. In the same period a special army control unit appeared. The army was headed by a commander appointed by the emperor. In the early Han, two permanent armies are created - northern and southern. They were located near the capital and did not go to distant hikes.

In the middle of IV century. B.C. in the kingdom of Qin Shan Yang carried out military reform:

- an iron weapon was introduced;
- combat chariots were excluded from the army;
- increased the number of horse-drawn troops;
- the army was divided into five and dozens of warriors;
- warriors who showed cowardice were severely punished - up to death penalty. [1, ct. 119]

Judiciary. A special judicial officer has been appointed in all districts. The court disputes were considered by the heads of the parish. Minor conflicts within the community were considered by the community self-government bodies on the basis of custom law [1, ct.122].

3. LAW

Property right. During the period of Zhou, the verb "yu" appeared in the sense of "owning property". Various types of contracts are known. The contract of sale and the donation contract were also widespread. There was a land lease agreement. [1, ct. 125]

Family law. The foundations of marriage and family law were based on the Confucian doctrine of the family as the primary social link. The main purpose of marriage was to ensure the physical and spiritual reproduction of the family, which was achieved primarily by the birth of sons. One of the basic principles of marriage law was the principle of "one man - one woman." The family was patriarchal, with the absolute power of husband and father, to which all members of the family obeyed. At first, the only successor was the younger brother of the one who died. [1, ct. 128]

Criminal law. Criminal law was developed most perfectly. About 500 types of crimes were identified:

- anti-state crimes: betrayal of the ruler, conspiracy against him, failure to comply with his orders;
- crimes against the person: murder, bodily harm, insult, falsehood, etc.;
- crimes against property: theft, robbery;
- official crimes: abuse of office, bribery;
- military crimes;

At this time, the penalties are even more cruel - the criminals were boiling in boilers, tearing out their ribs, drilling their heads, burying alive in the ground, and cutting them in pieces with a head on the palm in crowded places. [1, ct. 130]

Litigation. The process began with the initiative of the victim, who applied for a complaint to the judicial authorities. In the court, the parties made speeches,

provided evidence. Investigation of cases was handled by officials -linsh. The investigation of serious crimes was transferred to the district administration.

In the course of the investigation and trial, the evidence served:

- proper confession;
- witness testimony;
- written documents;
- evidence;
- oath.

Acting principle of presumption of innocence of the accused. . It was allowed to pass court decisions by analogy with the previous, similar [1, ст. 135].

CONCLUSIONS

The Ancient East was the part of the globe where the transition to a class society was first introduced, and the statehood appeared. In this region, before the other regions of the northern hemisphere have created conditions for the development of human civilization. While nearly the whole of the European continent still covered the dense forests, and only somewhere, isolated islands, were scattered parking primitive hunters, in the Ancient East already began to blossom high enough at that time - material culture. Characteristic for the States of the Ancient East was the organization of massive use of labor, which allowed with the help of primitive technical means to carry out grandiose construction work and to build magnificent palaces, temples. With the spread of trade appeared the first metal money in the form of copper, silver and gold bars of a certain weight. Significant changes in the development of culture were witnessed by the creation in the countries of the Ancient East of writing, the emergence of the rudiments of a number of sciences (mathematics, astronomy, medicine). [2]

References:

1. Тищик Б. Й. Історія держави і права країн Стародавнього світу: навч. посібник / Б. Й. Тищик. – Львів: Світ, 2001. [Електронний ресурс] – Режим доступу до ресурсу: http://kafedr.at.ua/_bd/5/570.pdf
2. Стародавній Китай: господарство. Реферат [Електронний ресурс] – Режим доступу до ресурсу: http://osvita.ua/vnz/reports/world_history/32661/
3. Англо-український словник [Електронний ресурс] – Режим доступу до ресурсу: <https://uk.glosbe.com/en/uk>

THE LEGAL NATURE OF THE CIVIL PROCESS IN THE EVIDENCE OF EUGENE VASKOVSKY'S SCENARIOUS REVIEW

Kostiantyn Bilous, post-graduate student

Vyatcheslav Komarov, Professor, PhD (Law), Research Advisor

Olga Zelinska, Associate Professor, PhD (Linguistics), Language Consultant

Yaroslav Mudryi National Law University

The science of civil procedural law can be proud of its history, as there were many prominent scholars in its field, who laid the solid foundation for its development for centuries in their works. Eugene V. Vaskovskii, a famous Russian and Polish scientist-proceduralist, lawyer and judge, belongs to the galaxy of such scholars. The incomplete list of selected works of Odessa and Polish period of his creativity and life demonstrates the many-sidedness of his field of scientific interests in the field of civil process, which covers the actual, at the beginning of the last century, problem of understanding the legal nature of the civil process.

If the participants in the civil process have mutual procedural rights and proportionate responsibilities, then the question naturally arises about the nature of the process and its understanding as the only legal relationship? This problem was first directly and clearly formulated by the professor Oscar Bulov and he solved it in an affirmative form. “No one has expressed doubts, – he says, – that procedural law defines the rights and obligations of the court and the parties in their mutual relations. This gives us an understanding of the process, as the ratio of rights and responsibilities, that is, the legal relationship” [3, p. 195]. However, this is not a private law relation. “Since procedural rights and obligations exist between state institutions and citizens, as the process of manifesting the activities of officials and as the parties are considered only in their relation to the activities of these individuals and in terms of promoting this activity, it is clearly clear that the process belongs to the sphere of public law: the process is a public-legal relationship” [3, p. 197]. It differs from other legal relations in the way that having arisen, it does not remain immutable and immovable, but, on the contrary, it is developing and moving up to the final completion. The subjects of procedural legal relations are the court and the parties, but in relation to each other, the parties do not have procedural rights and duties: they have rights in relation to the court only, to which their duties correspond. In one of his subsequent articles O. Bulov formulates this provision as follows: “The process is a tripartite, very complex, legal entity consisting of various elements, partly from the mutual legal connection of the parties, partly from the duties of the court, with regard to the commission of procedural actions of a certain content and corresponding to these obligations of the rights of the parties” [2, p. 113].

In the process of further discussion, the opinions of scientists in this issue sharply divided. Some proceduralists fully joined the position of O. Bulov, others

more or less evade the use of its wording, so that the result was four views on the essence of the process.

1. According to the first approach pursued by O. Bulov himself and his followers, the civil process is a tripartite legal relationship, in which the parties have only rights, and the court has exclusive duties, proportional to the rights of the parties.

2. Representatives of the second approach, agreeing that the parties have no rights or obligations with respect to each other, consider that the court is endowed not only with duties but also with rights. In particular, this feature attracted the attention of prof. Helwig, pointing out that the court has the right and duty in relation to the parties to exercise his due authority, as a body of state, power [2, p. 75].

3. Within the framework of the third approach, it is noted that the court, without prosecuting in the process of independent interests, is not the subject of procedural legal relations, but as a body of state power stands above the parties over them.

4. The supporters of the fourth approach are expressed in the presence of procedural responsibilities of the parties, considering that all three participants in the process - the court, the plaintiff, the defendant are mutually related by rights and obligations.

E. V. Vaskovskii noted in this regard that the results of studying the peculiarities of the procedural status of the court and the parties give reason to believe that the obligations of the court are proportionate to the relevant procedural rights of the parties [1, p. 618]. So, as the rights of one person offer the duty of another, which has the right to value, technical sense, and, conversely, to ensure the existence of two parallel, existing synchronous rights of law: 1) the plaintiff – the court and 2) the defendant – the court. The parties do not interact with each other in procedural law, because procedural rights of one party do not correspond to the procedural obligations of another. Thus, it should be recognized that the civil lawsuit process in its structure represents the integral unity of two bilateral legal relations.

In addition to the theory of O. Bulov there were other attempts to indicate the legal nature of the civil process. In particular, the latter considered as a set of legal agreements and through the prism of relations of power-subordination. Denying the rationality of the above-mentioned approaches, E. V. Vaskovskii noted that within the framework of civil proceedings procedural actions of the court and the parties to the dispute have nothing to do with legal agreements, and the power of the court in relation to the parties to the process manifested only in the formal guidance of the process and support of external order in meetings. Denying the rationality of the above-mentioned approaches, E. V. Vaskovskii noted that “the procedural actions of the court and the parties to the dispute in the framework of civil proceedings have nothing to do with legal agreements, and the power of the court in relation to the parties to the process is manifested only in the formal guidance of the process and the maintenance of external order in the meetings. In the rest of the party not only

do not subordinate to the authorities of the court, but, on the contrary, may require him to comply with the acts specified in the law, because they have in relation to the court only rights and do not bear any purely procedural duties” [1, p. 620].

Consequently, given that the obligatory subject in each of the above-mentioned legal relationship is the court, they are both combined by the identity of the essential element and form a single entity. As a result, the process becomes internal unity. It should be borne in mind, firstly, that the civil process is a complex legal relationship, which consists of two simpler ones; and secondly, there are three entities in it, but there are no mutual rights and obligations between the two of them, that is, there is no direct procedural legal relationship; and thirdly, the civil process has a pronounced public-law nature, as one of its subjects is a state authority, a court.

References:

1. Vaskovsky E. V. Course of the civil process: Subjects and objects of the process, procedural relations and actions / E. V. Vaskovsky. – Moscow: Statute, 2016. – 624 p.
2. Golmsten A. Kh. The Textbook of Russian Civil Proceedings / A. Kh. Golmsten. – St. Petersburg, 1913. – 334 p.
3. Bulow Oscar «Die Lehre von den Prozesseinreden und Prozessvoraussetzungen» / Oscar Bulow. – 1868. – 324 p.

INDIVIDUAL TAX CONSULTATION AND ITS EFFECT ON TAXPAYERS RIGHTS

Serhii Broyakov, postgraduate student

Alexander Golovashevich, PhD in Law, Associate Professor, Research Advisor

Olga Zelinska, PhD in Linguistics, Associate Professor, Language Consultant

Yaroslav Mudryi National Law University

It is the common knowledge nowadays that a public tax consultation is quite important matter. Taxpayers should be aware of how to enjoy their rights and perform obligations. Because of the complexity of the tax legislation it is not an easy task. On the one hand, there is the presumption of knowledge of law (it is believed that everyone knows their rights and obligations), but on the other hand, it is difficult to provide the correct understanding of each aspect of the legislation. In particular it concerns the issues of tax legislation. That is why the individual tax consultation aims to bring certainty to tax enforcement practice. As for the right to receive the individual tax consultation, it can be determined as one of the main taxpayers' right.

In this study the individual tax consultation is understood as a public consultation which is issued by the tax authorities. As for the private tax consultation they do not have such legal nature and cannot cause as substantial legal effect as the public one. The private tax consultation that is given by a private

law firm or some tax advisers is aimed only to inform taxpayers about the scope of their rights and obligations and how they have to perform them. The public individual tax consultation in addition to the informational functions also performs warranty functions. That means what taxpayers who work under the provision of the individual tax consultation cannot be subjected to legal liability. This feature is an obvious advantage of the public individual tax consultation.

The right to receive the individual tax consultation ensures that both public and private interests are taken into consideration. As for public interest, it is realized due to consistent performing obligations by taxpayers (the better the taxpayers are informed about the matters of their tax obligations the more efficiently they can perform their duties). When we talk about a private interest it consists of legal guarantees for non-enforcement of legal liability.

The right to receive the public individual tax consultation is an active right. This follows from the norms of the Tax Code of Ukraine [1]. And this is not only the practice of Ukraine. The Great Britain [2] and Australia [3] have the same institutes. For the realization of that right a taxpayer must take active steps – to apply for an individual tax consultation. Only after receiving the request the tax authority begins to prepare the consultation. This right cannot be realized automatically and by itself. This is due to the need for the personal interest of the taxpayer to get the appropriate counseling. Such approach is related to the personal interest of a taxpayer to receive consultation.

It is unacceptable to create artificial obstacles in the realization of the right to receive tax consultation. Determining a consultation as a complex one and problematic to be provided is not entirely consistent. This kind of approach is related to the fact that “the complexity of an issue” is an estimation concept, which definitely creates risks for the availability of tax consultation services.

It is also inappropriate to discriminate taxpayers on various subcontinent factors in the aspect of: a) realization of the right to receive consultations (procedural discrimination); b) the use of non-identical approaches to the determination of the algorithms of taxpayer’s behavior when answering the questions that taxpayers ask (content discrimination). The right to receive a tax consultation should be available to all taxpayers. The approaches to answering questions should be identical, regardless of any subjective factors.

In this case it is important to realize that a well-informed taxpayer who is clearly aware of his rights and obligations is a guarantee of the proper development of the tax system.

References:

1. Tax Code of Ukraine from 02.10.2010. URL: <https://zakon.rada.gov.ua/laws/show/2755-17>
2. Gerry Stoker, Warren Hatter, Nicholas Gilby, Council Tax Consultation – Guidelines for Local Authorities. URL: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/8308/145545.pdf

3. Australian Taxation Office “Engage with us for advice”. URL: <https://www.ato.gov.au/business/privately-owned-and-wealthy-groups/what-you-should-know/the-right-services/engage-with-us-for-advice/>

DOMESTIC VIOLENCE AS GRAVE VIOLATION OF HUMAN RIGHTS

Daria Bykanova, student

Iryna Avdieienko, Phd In Pedagogical Sciences, Language Supervisor:

V. N. Karazin Kharkiv National University, Kharkiv

The relevance of the presented topic is attributable to the current social culture which disapproves of gender inequality as a whole and especially of its most brutal forms, such as violence. The United Nations, being the most influential international organization of our age, has contributed greatly to forming such a climate by keeping up with the most relevant public movements on the matter and providing them with global recognition. We are referring to the projects Me Too and Time's Up in particular.

The Me Too movement originated in October 2017 as a hashtag on Twitter, one of the largest social platforms. People use it in order to share their experiences of sexual assault and harassment, and to highlight critical prevalence of this issue. Eventually this movement initiate police investigations and arrests in the US.

Time's Up, an even newer phenomenon, is a movement against sexual assault and harassment too. This movement was founded on January 1, 2018 by Hollywood celebrities.

In the age of the Internet and pop-culture it seems only organic for such events to finally start influencing international order.

It must be noted that study and discussion of the raised topic is particularly relevant in Ukraine, where the above-mentioned offenses have recently received a lot of governmental attention.

According to the statistical data gathered by the World Health Organization, every third woman (35%) in the world faces either physical and/or sexual violence during her lifetime. In most cases violence is caused by intimate partners. Worldwide, almost one third (30%) of women who have been in a relationship report that they have experienced some form of physical and/or sexual violence by their intimate partner in their lifetime. Globally, as many as 38% of murders of women are committed by a male intimate partner. Violence can negatively effect on women's physical, mental, sexual, and reproductive health, and may increase the risk of acquiring HIV in some settings. Intimate partner and sexual violence are mostly perpetrated by men against women. Children who grow up in families where there is violence may suffer a range of behavioral and emotional disturbances. These can also be associated with perpetrating or experiencing violence later in life.

A major Ukrainian based socio-political journal *Novoe Vremya* has carried out the most profound study available of domestic violence in the country. The article states that in Ukraine about 600 girls die every year from domestic violence while the police record 348 cases of domestic violence every day, 70-80% of which have women as victims. The author also draws attention to the problem of upbringing girls in a way that causes them to subconsciously justify violence towards themselves in later life, which results in extremely low numbers of communications from victims: currently only 10% of 1 million women who are abused are able to find the courage to speak up. [Ivanova 2017: 2783]

The international legal basis for the protection of persons from domestic violence is the Universal Declaration of Human Rights of 1948, according to which: “all human beings are born free and equal in dignity and rights...”, “no one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment”. Therefore domestic violence in all its forms is to be viewed as a violation of fundamental human rights. In addition, the United Nations Declaration on the Elimination of Violence against Women of 1993 focuses on this topic, as well as a series of resolutions of the UN General Assembly and UN ECOSOC. Among regional acts the CoE Convention on Preventing and Combating Violence against Women and Domestic Violence of 2011 stands out the most. It suggests that violence against women is one of the crucial social mechanisms by which women are forced into a subordinate position compared with men, that women and girls are exposed to a higher risk of gender-based violence than men, as well as that domestic violence affects women disproportionately. The Istanbul Convention is a revolutionary document. It became the first international legally binding act potentially open to any country in the world, which includes a set of measures to prevent and combat violence against women and domestic violence. [Council of Europe 2011: 210]

Based on the above, it is necessary to state that the phenomenon of domestic violence itself as well as in the context of gender-based violence against women has reached an unprecedented scale. Various international bodies recognize this danger in their acts, drawing attention to the problems of combating violence, encouraging states to take appropriate legislative measures to prohibit and eradicate it.

The example of Ukraine shows that criminalization of domestic violence is a crucial step to exercising gender equality policy. However, the problem is much more complex than a legal gap and therefore requires as much of a complex approach. This includes not only introduction of specific instruments of government coercion, but just as importantly, launching accessible programmes of victim support and correctional treatment programmes for the offenders, raising awareness through all possible outlets.

References:

1. Council of Europe (2011). *Convention on Preventing and Combating Violence against Women and Domestic Violence*. Available at: <https://www.coe.int/en/web/conventions/full-list/-/conventions/treaty/210>
2. Joanna Bunker Rohrbaugh (2006). Domestic Violence in Same-Gender Relationships. *Family Court Review*, 44(2), 287-299.
3. United Nations Office on Drugs and Crime (2018). *Global study on homicide. Gender-related killing of women and girls*. Available at: https://www.unodc.org/documents/data-and-analysis/GSH2018/GSH18_Gender-related_killing_of_women_and_girls.pdf
4. World Health Organization (2017). *Violence against women*. Available at: <https://www.who.int/news-room/fact-sheets/detail/violence-against-women>
5. Y. Ivanova (2017). Pro shho movchat` zhinky` [What women stay silent about]. *Novoe vremya magazine*, 41. Available at: <https://magazine.nv.ua/journal/2783-journal-no-41/o-chem-molchat-zhenshinu.html>.
6. Zakon Ukrayiny` (2017). *Pro zapobigannya ta proty`diyu domashn`omu nasy'l'stvu [On the Prevention and Combating of Domestic Violence]* 2229-VIII. Available at: <http://zakon.rada.gov.ua/laws/show/2229-19#n6>

ADMINISTRATIVE PROCEDURE IN THE FIELD OF PUBLIC PROCUREMENT

Andriy Chaiko, student

Andriy Scholyk, Associate Professor, PhD (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

Reforming such a process as public procurement during the economic crisis is extremely important, because through the public procurement procedure, a large number of budget funds pass through each year, many of which disappear in corruption schemes and through ineffective organization of the procedure. The reform of public procurement with the active participation of the public was intended to fundamentally change the existing system. The changes came with the passing of a new law regulating public procurement in Ukraine in 2015. The Law of Ukraine "On Public Procurement" (Law) has become a qualitatively new stage in this area, and therefore it is important to uncover a new procedure, now for "public procurements", which is the subject of this research.

To begin with, it is important to determine the essence and purpose of this institute. In Ukraine, there is a persistent view that the main objective of public procurement law is to fight corruption. In fact, such a goal should be the development of competition, which will ensure the acceptance of the most economically advantageous offers [4]. At the same time, government tenders around the world are one of the most important regulators of the economy.

Procurement is an important part of the activities of institutions, organizations and enterprises of a public sector in the sphere of creation of public goods. The process of public procurement includes the definition of needs,

planning, market analysis, tender documentation preparation, tender process, selection / qualification process for suppliers, negotiation of contracts, preparation and signing of contracts and control over their execution.

The Law of Ukraine "On Public Procurement"[1] defines public procurement as "the purchase by the customer of goods, works and services in accordance with the procedure established by the Law". In fact, this means that Law establishes the legislative framework for persons who, in order to meet their needs, make purchases of various things or services. The scope of the law in general is the purchase of goods (goods), services (services), the price of which equals or exceeds 200 thousand UAH, and works - 1.5 million UAH.

In the literature, there are three generalized stages of the public procurement process: [2]

1. Identification of needs, deciding what goods, work or services should be purchased and when (procurement planning);
2. the process of placing an advertisement on the purchase of the goods, works or services, the qualification requirements of the supplier and the signing of a contract;
3. the process of contract implementation.

The most interesting for us is the second stage as it is directly regulated by the law. First of all, it should be noted that the new Law initiated the existence of an electronic system of public procurement, the introduction of which has moved purchases to the Internet. Undoubtedly, this not only simplified the procedure, but also reduced the corruption level.

The second stage begins with the fact that the customer independently and free of charge through authorized electronic platforms publishes information about the purchase on the web-portal of the specialized body. For the organization and conduct of the procurement procedures, the customer establishes a tender committee or determines the authorized person. The committee must include not less than five people. The principles of its activities are determined by the customer.

Procurement itself can be done by one of 3 procedures: open bidding; competitive dialogue; negotiated procurement procedure. The selection of the procedure is carried out by the customer and its tender committee. The customer carries out procurement procedures using the electronic procurement system. It is also important that the customer defines the qualification requirements and documents to be submitted by the participants.

Let's turn to the procedures themselves. Open bidding is the main procurement procedure. Any interested person may submit a bid. It is submitted electronically through the electronic system. The evaluation of tender offers is carried out automatically by the electronic procurement system on the basis of the criteria and methodology of evaluation, specified by the customer in the tender documentation, and through the use of the electronic auction. The system provides the most advantageous offer on the economic side. If there are several profitable bidders there is an electronic auction that involves lowering prices by the

participants. As a result of these actions, the customer chooses the winner and concludes a contract with him.

Another procedure is a competitive dialogue, which is used by the customer when the customer can not determine the necessary technical, qualitative characteristics of works or to determine the type of services and it is necessary to negotiate with the participants or if the subject of procurement is a specific services, the content which should be discussed. This procedure consists of 2 stages. At the first stage, all participants are invited to submit documents. After disclosure of the tender offers, the customer reviews the proposals of the participants for compliance with the requirements set out in the tender documentation for the first stage. All participants whose offers have not been rejected are invited by the customer for negotiations, but not less than three participants. The customer conducts negotiations with each one separately and also joint meetings with all the participants, on the basis of which he formulates the final tender requirements. At the second stage, the participants must submit final bids with price indication. On their basis, the customer chooses the winner.

The third type is the negotiated procurement procedure. This is a procedure used by the customer as an exception and according to which the customer concludes a procurement contract with the participant after negotiating with one or more participants. This is an exceptional procedure that applies only under certain conditions, in particular: the purchase concerns works of art; there is an urgent need linked to economic indicators; there is no competition in the sphere of the purchase subject or there is a need for additional procurement from the previous winner etc. Based on the results of negotiations with the participant the customer decides on the intention to conclude an agreement. Notice of intention to conclude an agreement is obligatory for free-of-charge publication on the website of the Authorized Agency.

Independently of the chosen procedure, the result of the procurement is the conclusion of a contract that establishes the relationship between the winner and the customer. Its implementation is the final stage and depends solely on the integrity of the parties.

All in all, in this article there has been a try to uncover the procedure of public procurement. It is important because the establishment and legislative consolidation of its principles and order not only ensures legitimacy, but also in the right approach minimizes corruption. After the legislative changes in Ukraine, perhaps not perfect, but more transparent procedure of public procurement was made. Moreover, it became more accessible through its transfer to the Internet.

References:

1. Вплив Prozorro. Що змінила реформа публічних закупівель [Електронний ресурс] // Київська Школа Економіки. – 2017. – Режим доступу до ресурсу: http://cep.kse.org.ua/assets/img/articles/Prozorro_report_ua.pdf.
2. Закон України «Про публічні закупівлі» від 25 грудня 2015 р. // Голос України. – 2015 (із змінами і доповненнями).

3. Олефір А. О. Проблеми публічних закупівель крізь призму європейського досвіду. Теорія і практика правознавства: електрон. наук. фахове вид. / А. О. Олефір. – 2017. – Вип. 1 (11)
4. Сучасний англо-український юридичний словник : понад 75 тис. англ. термінів і стійких словосполучень / уклад. : Л. В. Мисик, І. В. Савка; за наук. ред. В. Т. Нора ; Львів. нац. ун-т ім. Івана Франка. – Київ : Ін Юре, 2018. – 1352 с. – (Б-ка словників «Ін Юре»).
5. Arrowsmith, S. Public Procurement Regulation: An Introduction / S. Arrowsmith. – 2010.

CONTRACT FOR TRAVEL SERVICES

Victoria Chernyavska, student

Galyna Yanovytska, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

The world's tourist industry has faced ever-increasing levels of competition in recent years both within and outside the region. Tourist demand and tourist offer depend on a number of changing factors such as economic and financial development, the impact of state policy on law, demographic and social changes, and the development of innovative technologies.

Organization of tourism activity, as well as management in all areas of entrepreneurship, is based on contractual relationships. This confirms that the treaty has determinative nature, it's the only legal form of partnership relations.

Therefore, the main purpose of this thesis is to highlight the essential terms of this type of contract, to determine the importance and the necessity of its signing.

Under Article 901 of The Civil Code of Ukraine according to service contract one party (a performer) under an agreement on the provision of services is obliged to provide a service that is consumed in the process of committing a certain action or activity, and the other party (a customer) undertakes to pay the specified service to the performer, unless otherwise specified by the agreement. So the contract for the provision of services is bilateral and is deemed to have been concluded since the agreement was reached on all essential terms. The main feature that distinguishes a contract for the provision of tourist services is the result of an activity carried out by the contractor. If in the obligations of the contract type the result of the performed work always has a material form, in this kind of obligation the service itself is consumed in the process of its provision.

An agreement for travel services shall be concluded in a written form with the indication of the essential terms of the agreement:

1) term of stay in the place of provision of tourist services with indication of the dates of beginning and end of tourist service;

2) the characteristics of the vehicles carrying out the carriage, in particular their type and category, as well as the date, time and place of departure and return (if the transportation is included in the tourist product);

3) hotels and other similar means of accommodation, their location, category, as well as information about the confirmation of hotel services compliance with the requirements, the term and order of payment for hotel services;

4) types and ways of providing food;

5) the minimum number of tourists in the group (if necessary) and a three-day notice period the tourist that a tourist trip will not take place due to a lack of the group;

6) tourist service program;

7) types of excursion services and other services included in the value of the tourist product;

8) other subjects of tourist activity (their location and details);

9) an insurer, who carries out compulsory and / or voluntary insurance of tourists at the request of a tourist;

10) the rules of entry into the country (place);

11) the cost of tourist services and the payment procedure.

Responsibility for damage caused to the life, health and property of a tourist is established by law if the travel service agreement does not provide for greater liability of the tour operator. Compensation for damage caused to the life or health of a tourist or his property shall be conducted in accordance with the procedure provided for by the current legislation of Ukraine.

Consequently, there are a number of peculiarities of concluding an agreement on the provision of tourist services. Identifying such features and their proper reflection helps to protect the interests of the consumer as a tourist as fully and correctly as possible. One of the main attributes of the appropriate professional level of a travel company is the contract drawn up in accordance with the law, which the firm proposes to conclude with a tourist, and the ability of the travel company to take into account tourist's wishes if certain provisions of the contract don't satisfy him.

Therefore, this kind of contact has a great value in the regulation of tourism relationships. Only a competently concluded agreement with a travel company is the guarantee of your carefree rest, it will help to fully compensate for the material and moral damage that may result from the travel company's fault.

References:

1. Цивільний Кодекс України // Верховна Рада України (ВВР). – 2003. – №40–44.
2. Закон України “Про туризм” // Відомості Верховної Ради України (ВВР). – 1995. – №31.
3. Судова практика з розгляду цивільних справ про захист прав споживачів (2009–2012 рр.). Верховний Суд України. – 2013.
4. Hudyma M. Title of a contract for travel services: tradition or necessity / M. Hudyma; Scientific herald of Uzhgorod National University. – 2013. – P. 178.
5. Українсько-англійський словник правничої термінології / [уклад Л. В. Мисик]. – Київ, 1999. – 523с.

LABOR CONTRACT IN THE UK AND UKRAINE

Violeta Deineka, post-graduate student

Oleg Yaroshenko, Doctor of Law, Professor, Research Advisor

Olga Zelinska, PhD in Linguistics, Associate Professor, Language Consultant

Yaroslav Mudryi National Law University

The employment contract as a phenomenon emerged in the nineteenth century and has continued to take a leading position in labor law. The United Kingdom is not an exception to this rule and where in historical contest the contractual regulation of labor has higher priority, compared with the state one.

Firstly, modern British labor contract was identified with employment contract for personal services. Isolation of a labor contract in a separate category was conditioned by the emergence of numerous imperative prescriptions, whose purpose was to restrain the economic interests of employers. Subsequently, this provided for the extension of employee rights. [1, p.67].

In British law there is no definition of an «employment contract» and its notion is revealed through the basic features and principles, such as guarantee of dignity of a human being and fair treatment. According to Labor Code of Ukraine, in Article 21 it is stipulated that labour contract is an agreement entered into between the employee and the owner of enterprise, institution or organization or authorized by him/her body or individual according to which the employee shall undertake to perform work determined in this agreement subject to observance of internal regulations, and the owner of enterprise, institution or organization or authorized by him/her body or individual shall undertake to pay the employee salary and provide working conditions required for performance of work as prescribed by labour legislation, collective contract and agreement of the parties [2].

There are several aspects of the employment contract that should be compared. According to Part 1, Art. 230 Law on Labor Rights, an employee is understood as a person working under an employment contract, and it is detailed further in the norms and regulations. The age of a person who can work full time in the UK is 18. But, persons under 13 could enter into employment relationship as they may be employed for some types of light work, as defined in the regulations of local governments. Typically, such work should not endanger children's health, development, attending school classes [1, p.69].

In Ukraine, there is no definition of “employee” in the Labor Code of Ukraine. It is reflected in other legislation, such as the Law of Ukraine “On Labor Protection”. The employment contract is concluded with individuals who have reached the age of 16. As an exception and under certain conditions persons aged 14 and 15 can be employed for light work that is not detrimental to health and does

not affect process of learning, in their free time, and with the permission of a parent. In addition, one can be employed only if he/she is 18 for certain types of work.

If we talk about the role of an employer we should mention that the British labor law does not disclose its concepts, but we can use other regulation (for example civil one). Thus, at p. 230 the Law on Labor fixes only that employer is the person who has employed or employed (if the employment relationship has ended) an employee. According to the Labor Code of Ukraine the term “the owner of enterprise, institution or organization or authorized by him/her body or individual” is mostly used, but, in some cases the category of “employer” or “administration” is mentioned. This situation leads to the series of questions, because there is no a clear concept. The Labor Code of Ukraine also defines the rights and duties, responsibilities of the employer for breach of labor legislation.

In the UK, there are no strict requirements for the form of employment contract. Most employment contracts do not need to be in writing to be legally valid, but it is better if they are. A contract “starts” as soon as an offer of employment is accepted. Starting work proves that you accept the terms and conditions offered by the employer. In Ukraine there are two forms of employment contract oral and written one. Article 24 of the Labor Code of Ukraine provides the compulsory cases for a written employment contract. In addition, the employee cannot be allowed to work without an employment contract, issued by the order of the employer, and without notification of the central executive body which is responsible for formulation and implementation single contribution for obligatory state social insurance on employee. In fact, last statement means that it is impossible to conclude an oral employment contract.

Thus, the legal regulation of the employment contract in the UK and Ukraine differs. The subjects of the contract are the employee and the employer. The age of full employment capacity in the domestic law is 16, and in Britain it is 18. However, the exceptions where the contract may be signed before reaching that age are provided in both countries. Moreover, today in Ukrainian legislation there is no definition of an “employer”. The forms of contract are written and oral, but with certain characteristics inherent in the surveyed countries.

References:

1. Venediktov C. Law Regulation of Labour in the UK: progressive experience and prospects for Ukraine: monograph / C. Venediktov. – Kyiv: Nika-Tsentr, 2017. – 175 p.
2. Labor Code of Ukraine: the Law of Ukraine 10.12.1971. N. 322-VIII. Date Updated: 11.10.2018. URL: <http://zakon2.rada.gov.ua/laws/show/322-08/> (Date of appeal: 03/06/2019).

CRIMINAL RESPONSIBILITY FOR VIOLATION OF THE PROCEDURE FOR ENTERING AND LEAVING THE TEMPORARILY OCCUPIED TERRITORY IN UKRAINE

Mariia-Liliia Dobrianska, student

Solomiia Leskiv, Assistant Professor, PhD (Law), Research Advisor

Natalie Hrynya, Associate Professor, PhD (Philology), Language Consultant

Ivan Franko National University of Lviv

Criminalization of the violation of the procedure for entering and leaving the temporarily occupied territory of Ukraine corresponds to the main directions of the state's social policy and the state of public opinion in the rest of Ukraine on this issue. Evidence of this is not only the inclusion of Article 332-1 in the Criminal Code of Ukraine, but also the adoption of special laws and other by-laws [2].

The temporarily occupied territory of Ukraine is physically and normatively divided into two different parts.

Under Article 3 of the Law of Ukraine "On ensuring the rights and freedoms of citizens and the legal regime in the temporarily occupied territory of Ukraine", for the purposes of this Law, the temporarily occupied territory is determined:

1) the land territory of the Autonomous Republic of Crimea and the city of Sevastopol, the internal waters of Ukraine of these territories;

2) the internal sea waters and the territorial sea of Ukraine around the Crimean peninsula, the territory of the exclusive (sea) economic zone of Ukraine along the coast of the Crimean peninsula and the continental shelf of Ukraine adjacent to the coast, which are subject to the jurisdiction of the state authorities of Ukraine in accordance with international law, the Constitution and the laws of Ukraine;

3) the subsoil below the territories specified in clauses 1 and 2 of this part, and the airspace above these territories [3].

Under Paragraph 1 of the Resolution of the Supreme Council of Ukraine "On the recognition of certain regions, cities, towns and villages of Donetsk and Luhansk Regions by temporarily occupied territories", the Supreme Council of Ukraine decides to recognize certain regions, cities, towns and villages of Donetsk and Luhansk Regions as temporarily occupied territories, under the Law of Ukraine "On Special Procedure of Local Self-Government in Some Districts of Donetsk and Lugansk Oblasts", a special local government procedure is in place, until the withdrawal of all illegal armed groups, Russian occupation troops, their military equipment, as well as militants and mercenaries from the territory of Ukraine, and the restoration of full control over Ukraine along the state border of Ukraine [4].

Under Article 332-1 of the Criminal Code of Ukraine, violation of the procedure for entering the temporarily occupied territory of Ukraine and leaving it in order to harm the interests of the state is punishable by restriction of freedom for up to three years or imprisonment for the same period.

Entering and leaving the temporarily occupied territory of Ukraine are actions involving the guilty person crossing the borders of the temporarily occupied territory – both by wheel transport (entry and exit in the literal sense of these words), and by water or air, as well as on foot.

The use in Part 1 of Article 332-1 of the Criminal Code of Ukraine of the union “and” does not mean that for the existence of the corpus delict it is necessary that one person commit two actions - entry and exit. According to Article 332-1, it is necessary to qualify the actions of a person who, in violation of the established procedure, entered the temporary territory, but who either did not leave it or left without violating the established procedure. The actions of a person also constitute the composition of this crime, did not enter the temporarily occupied territory (was there before the occupation), but which left it in violation of the established procedure, for example, bypassing control points.

The crime is considered finished at the time of illegal crossing of borders of the occupied territories. The stages of preparation (for example, searching for accomplices, exploring the terrain, etc.) and attempted assaults (for example, in the case of apprehension of a person, trying to enter a temporarily occupied territory with the help of a fake special permit) are possible [1].

Consequently, the introduction of amendments to the Criminal Code of Ukraine and the adoption of a number of legal acts regarding the legal regime of entry, stay and departure from the temporarily occupied territories is evidence that the state’s legislative apparatus is able to respond in a timely manner to changes in its social and political life and create effective mechanisms regulation of relations arising from this.

References:

1. Антипов Володимир. Кваліфікація порушень в'їзду на тимчасово окуповану територію України та виїзду з неї [Електронний ресурс] / Режим доступу: file:///C:/Documents%20and%20Settings/Loner/%D0%9C%D0%BE%D0%B8%20%D0%B4%D0%BE%D0%BA%D1%83%D0%BC%D0%B5%D0%BD%D1%82%D1%8B/Downloads/urykr_2015_10-12_20%20(2).pdf

2. Данилевська Ю.О. Порушення порядку в'їзду на тимчасово окуповану територію України та виїзду з неї: питання обґрунтованості криміналізації [Електронний ресурс] / Режим доступу: file:///C:/Documents%20and%20Settings/Loner/%D0%9C%D0%BE%D0%B8%20%D0%B4%D0%BE%D0%BA%D1%83%D0%BC%D0%B5%D0%BD%D1%82%D1%8B/Downloads/Komentar_st332-1_KK.pdf

3. Закон України «Про забезпечення прав і свобод громадян та правовий режим на тимчасово окупованій території України» [Електронний ресурс] / Режим доступу: <https://zakon.rada.gov.ua/laws/show/1207-18>

4. Постанова Верховної Ради України «Про визнання окремих районів, міст, селищ і сіл Донецької та Луганської областей тимчасово окупованими територіями» [Електронний ресурс] / Режим доступу: <https://zakon.rada.gov.ua/laws/show/254-19>

5. Українсько-англійський словник правничої термінології / [уклад. Л. В. Мисик]. – Київ, 1999. – 523 с.

LOAN AGREEMENT

Olena Fabrykova, student

Iryna Veres, Associate Professor (Law), Reseach Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

Few people sail through life without borrowing. With few exceptions, almost everyone takes a loan to buy a car, finance a home purchase, pay for a university education or cover a medical emergency. Loans are nearly ubiquitous and so are the agreements that guarantee their repayment.

When a bank arranges to lend money to a customer for any reason, the lender and borrower agree to specific terms. These terms include the amount of the loan, how much time the borrower has to repay the money, the payment amount required on the debt, and the interest rate and other costs charged for the loan. This is the loan agreement. It spells out all the details of the loan.

Loan agreements are binding contracts between two or more parties to formalize a loan process. Due to the needs of modern society, many types of loan agreements have arisen. You can use money from a loan agreement, for whatever you wish, for example it could be: business loans (such as capital loans for startup businesses), real estate loans (such as a down payment on a home or real estate purchase), purchases (such as furniture, electronics, vehicle, boat) and etc.

Each type of loan agreement and its conditions for repayment are governed by state guidelines designed to prevent illegal or excessive interest rate on repayment.

Loan agreements typically include value of collateral involved, guarantees, interest rate terms and the duration over which it must be repaid. Default terms should be clearly detailed to avoid confusion or potential legal court action. In case of default, terms of collection of the outstanding debt should clearly specify the costs involved in collecting the debt.

The main purpose of a loan contract is to define what the parties involved are agreeing to, what responsibilities each party has and for how long the agreement will last. Terms of the loan contract which govern the performance obligations required by both parties, will differ depending upon the loan type.

Most loan contracts define clearly how the proceeds will be used. Borrowing money is a huge financial commitment, which is why a formal process is in place to produce positive results on both sides! A loan agreement is proof that the money involved was a loan, not a gift.

A loan agreement protects both sides if the matter goes to a court. It allows the court to determine whether the conditions and terms are being met.

Many borrowers in their first experience securing a loan for a new home, automobile or credit card are unfamiliar with loan interest rates and how they are determined. The interest rate depends on the type of loan or even the borrower's credit score.

You can pay the loan in different ways. It can be:

- fixed date (e.g. May 30);
- notice to repay loan agreement (e.g. The lender issues a notice to repay for 7 days. The borrower must pay within that time frame).

Consequently, there are four important steps that are worthy of attention when concluding a loan agreement.

- Step 1 – Loan Amount, Borrower and Lender.

The most important characteristic of any loan is the amount of money being borrowed, therefore the first thing you want to write on your document is the amount, which can be located on the first line.

Step 2 – Payment. Not all loans are structured the same, some lenders prefer payments every week, every month, or some other type of preferred time schedule.

- Step 3 – Interest.

The interest charged on a loan is regulated by the State in which it originates and by the bank.

- Step 4 – Signing.

A loan will not be legally binding without signatures from both the Borrower and Lender.

To draw the conclusion, one can say that in the conditions of the formation of the banking system of Ukraine and the development of credit relations, – the role of a loan agreement, which is the main legal form of relations on the provision, use and return of money, is steadily increasing. However, this is all a logical phenomenon, which is conditioned by modern realities of society.

References:

1. Конституція України від 28.06.1996 р.;
2. Цивільний кодекс України від 16.01.2003 р.;
3. Глібко С. В. Деякі питання регламентування надання банками споживчих кредитів / С. В. Глібко. – 2008. – Вип. 15. – С. 78–87.;
http://dspace.nlu.edu.ua/bitstream/123456789/2932/1/Glibko_78.pdf
4. Вінник О. М. Господарське право : навч. посібник / О. М. Вінник. – Київ : Правова єдність, 2009. – 766 с.;
http://www.big-lib.com/book/42_Gospodarske_pravo
5. Снігурська Л. П. Банківські операції та послуги : навч. посібник для студ. вищ. навч. закл. / Л. П. Снігурська. – Київ : МАУП, 2006. – 456 с.
http://maup.com.ua/assets/files/lib/book/p06_18.pdf
6. Сучасний англо-український юридичний словник : понад 75 тисяч англійських термінів і стійких словосполучень / Уклад. Л. В. Мисик, І. В. Савка ; за наук. ред. В. Т. Нор. – Київ : Ін Юре, 2018. – 1350 с.

OVERCOMING PROCRASTINATION

Yelizaveta Filatova, student

Iryna Tkalia, Associate Professor, PhD in Philology, Scientific and Language Adviser

V. N. Karazin Kharkiv National University

It is known that students usually make a lot of breaks in the process of creating educational projects, writing essays, etc. We call it an academic procrastination. It has a negative influence on a student's productivity. Therefore, it is important to determine the reasons for such a phenomenon and to find out how to avoid it. Therefore, we will try to realize what academic procrastination is and how to decrease its impact.

In order to achieve our aim, we should divide it into several parts and create an imaginary ladder of them. This ladder is also known as a series of tasks that can help us in reaching the objective, for example:

- to analyze what academic procrastination is;
- to find out if there is any connection between multitasking and procrastination;
- to research the impact of procrastination on the productivity of students;
- to understand how to avoid procrastination and increase our productivity.

Most people who have ever tried to study or to work mentally are familiar with procrastination [Petrova 2018:156]. In practice, often a person who tends to delay knows that it will be highly unproductive, but cannot resist the desire to procrastinate. Therefore, the questions are following: how to stop delays and complete everything in time?

According to most psychologists, procrastination is a kind of self-protective behavior. Empirical research made by psychologists Ivutina and Shurakova has proved that procrastination is correlated with following self-defense mechanisms: regression and denying. It means that some procrastinators begin to act less responsively and, roughly speaking, behave like children and some of them are incapable of admitting that they waste time [Ivutina, Shurakova 2013:142-144, 149-151]. Nevertheless, it is vital to admit that procrastination is quite harmful because it decreases productivity.

Procrastination might exist in both active and passive types. The first type of this phenomenon can be called a concerned delay, as a person delays completing any tasks intentionally and realizes it. The second type mostly remains unrealized. It is interesting to note that in most cases procrastinators are staying right where they are and just doing nothing. [Barabanshikova, Marusanova 2015:135].

The results of another empirical research presented in the article written by Mklyayeva A. V., Rebrova D. S., and Savinskaya A. S. point out that nearly 75% of students are inclined to so-called permanent delaying. Moreover, our study has

shown that stressed, inconvenient, and uncertain students are even more vulnerable to procrastination than those who do not have enough skills in planning. However, the second ones suffer from permanent desire to delay an important task as well [Mklyueva, Rebrova, and Savinskaya 2017: 97-98].

It is important to note that mostly delayers feel guilty because of procrastination and often they think that it is related to their personal qualities or character, while statistics show that such phenomenon is also related to circumstances, there are many factors that cause it.

Conclusions: We found out that academic procrastination often remains unrealized. Moreover, it is caused by both external (social) and internal (psychological) reasons. Since we have learned that the high concentration of procrastination might be harmful, let's discuss the ways to teach ourselves to avoid it.

1. Ask yourself if you really want to finish a certain task. Why? It will help to keep motivation awoken.

2. If you realize that you could use a pause, use it. But use it wisely.

3. Believe in yourself.

4. Plan. Nowadays every person has many long- and short-term tasks. Download an app where you will put all your tasks and remove them after accomplishing.

5. Divide your aims into numerous smaller tasks-steps.

6. Estimate your personal time.

It is important to note that procrastination is not about laziness. Quite often it is caused by such things as lack of motivation and interest, incorrect time-management, or simple over-tasking.

Problems will not be solved by themselves, but it doesn't mean that you should blame yourself. Do not waste time on it: it is also unproductive. Nevertheless, admit your mistakes, as otherwise it is impossible to learn.

References:

1. Barabanshikova V. V. (2015). *Perspektivy issledovaniya fenomena prokrastinatsii v professionalnoy deyatel'nosti* [The prospects of the research of the phenomenon of procrastination among the professional activity] / V. V. Barabanshikova, G. I. Marusanova // Natsionalnyy psikhologicheskiy zhurnal. – National Psychological Journal, 141, 131–138 (in Russian).

2. Ivutina E. P. (2013) *Akademicheskaya prokrastinatsiya kak proyavleniye zashchitno-sovladayuan outpouring of a student's protective-mastering behavior* / E. P. Ivutina, E. S. Shurakova // Vestnik Vyatskogo natsionalnogo universiteta. – The Messenger of Vyatskiy National University, 219, 141–151 (in Russian).

3. Mklyueva A. V. (2017). *Akademicheskaya prkrastinatsiya v studentcheskoy srede: rezultaty empiricheskogo issledovaniya* [The academic procrastination among students: the results of an empirical research] / A. V. Mklyueva, D. S. Rebrova, A. S. Savinskaya // Izvestiya Irkutskogo gosudarstvennogo universiteta. – The News of Irkutsk National University, 418, 91–99 (in Russian).

4. Petrova E. V. (2018). *Fenomen prokrastinatsii v uchebnom protsesse [The phenomenon of procrastination in the educational process]* / E. V. Petrova // Vestnik Universiteta. – The Messenger of University, 364, 156–158 (in Russian).

CONCLUSIONS OF THE SUPREME COURT OF UKRAINE ABOUT APPLICATION OF ARTICLE 116 “MURDER COMMITTED IN THE HEAT OF PASSION” OF THE CRIMINAL CODE OF UKRAINE

Diana Frys, student

Oleksandr Kondra, Lecturer, PhD (Law), Research Advisor

Natalya Hrynya, Associate Professor, PhD in Philology, Language Consultant

Ivan Franko National University of Lviv

Some people are sure that there are no problems with the qualification of different types of murder. However, it is not true. Some elements of the particular crime are almost impossible to be proved because of lack of research on their nature. One of the most problematic articles about murders in use is Article 116 of the Criminal Code of Ukraine. That is why there are some conclusions of the Supreme Court of Ukraine about its application.

Under Article 116 of the Criminal Code of Ukraine, a murder committed in the heat of passion caused by violent conduct or conduct that lowers in honour and dignity and also in case of the systematic character of such conduct of the victim shall be punishable by restraint of liberty for a term up five years, or imprisonment for the same time [1].

The object of this crime is life of a person. As the human being and his or her life is the highest social value, murder is one of the most dangerous crimes.

The objective side of the crime is characterized by encroachment on life that causes death of a person and relationship of cause and effect.

The peculiarity of the offence provided in Article 116 of the Criminal Code of Ukraine is that heat of passion is caused by violent conduct or that lowers in honour and dignity and also in case of the systematic character of such conduct of the victim.

The subject of the crime is a physical person of sound mind who committed crime in the heat of passion.

The subjective side of the crime is characterized by the intent that suddenly arose. The heat of passion reduces the ability of a person to realise his or her actions or to control them.

The problems of the application of Article 116 of the Criminal Code of Ukraine are often connected to the definition of the heat of passion. Most scientists agree that the heat of passion includes the state of affect and other emotional states that are characterized by the strong power of their expression. Every state must be caused by the special conduct of a victim.

The Supreme Court of Ukraine has pointed out that in the case when the heat of passion passed and then a person committed murder, the actions have to be qualified under Articles of the Criminal Code of Ukraine that provide responsibility for such crimes without attenuating circumstances [2].

The new Supreme Court also has enough casework related to murders committed in the heat of passion. The most common situation is the necessity to determine whether to use Article 115 or 116.

Taking into account all things considered, it is very important to find out all the circumstances of the case and pay attention to the emotional state of a person. The absence of the heat of passion means that Article 116 cannot be used.

References:

1. Кримінальний кодекс України: чинне законодавство зі змінами та допов. станом на 12 лютого 2019 року: (ОФІЦ. ТЕКСТ). – Київ : Алерта, 2019. – 214 с.
2. Постанова Пленуму Верховного Суду України від 7 лютого 2003 року «Про судову практику в справах про злочини проти життя та здоров'я особи» №2 [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/v0002700-03> (дата звернення: 10.03.2019 р.).
3. Українсько-англійський словник правничої термінології / [уклад. Л. В. Мисик]. – Київ, 1999. – 523 с.

UDC 316.4:314.15(477)

SPECIFIC FEATURES OF NATIONAL MIGRATION IN UKRAINE

Sofiia Golobrodska, student

Iryna Tkalia, Phd In Philology, Language Supervisor

V. N. Karazin Kharkiv National University, Kharkiv

Such question is relevant nowadays because modern migration processes belong to the biggest social problems not only of Ukraine, but of the whole modern world. Migrations of the population cause other problems: political, economic, cultural, etc., as a result of which various conflicts arise.

Among the researchers involved in the study of migration, the following should be distinguished: A. Adepodzhu, S. Kasls, O. Malynovska, I. Prybytkova, M. Pulen, A. Romanyuk, A. Sovi, M. Shulga, and others.

The term «migration» itself comes from Latin «migratio» and means relocation, displacement. The sociological encyclopedic dictionary gives the following definition: «Migration is the change of place of residence, the movement of people to another territory (region, city, country, etc.)» [3; p. 181].

Thus, in general, migration is the movement, the crossing of administrative boundaries, the compulsory or voluntary movement of people (one person or a group of people) to the place of entry from the place of departure for a certain period of time or for permanent residence in the presence or absence of legal bases.

This movement can be characterized by immigration and emigration. The person who undergoes this transfer is a migrant [1, p. 251; 3, p. 181].

In general, such types of migration are classified as follows: under the legal status – legal, illegal, semi-legal; by way of implementation – organized, spontaneous, chain; by the number of migrants – individual, family, group migration; by repetition – episodic, single, repetitive migration; by duration – temporary, constant; by (un)voluntary decision – voluntary, forced, compelled; by the cause-and-effect aspect – political, economic, religious, tourist, educational, ecological, ethnic, repatriation, migration of family members.

One of the main preconditions for migration in Ukraine is the disappointing demographic situation: at present, due to the processes of population depopulation of Ukraine, there is a rapid approximation to the demographic crisis, which can lead to bad consequences for the country's economy by reducing labor force, and therefore decrease in the volume of internal production and market. Also, the unstable economic situation (lack of jobs, low wages, etc.) and a low standard of living in Ukraine have a significant impact.

Mobility of the population is characterized by internal migration. According to the qualitative analysis of the population of Ukraine in 2014-2016, the internal migration of the Ukrainian population has an urban character, that is this type of migration is associated with the transfer from rural to urban areas. Thus, the population of Ukraine in its structure is similar to that of the EU member-states, but such indicators are also typical for the world. The other side of internal migration – especially characteristic of Ukraine in recent years – is the forced migration from the temporarily occupied territories [2].

Among Ukrainian citizens there is a tendency for foreign travelling and emigration. In 2011-2014, Ukrainians most often travelled to the countries of the former USSR – Russia, Belarus and Moldova. The second place in the number of trips of Ukrainian citizens abroad within 2011-2015 is occupied by the EU member states. We can draw a conclusion that regarding the departure of Ukrainian citizens, 2014 showed a change in the travelling priorities: visiting the countries of the European Union took over the countries of the former USSR. In addition, the introduction of visa-free regime for Ukraine in 2017 made this process much easier. Labor migration was not an exception: Ukrainian citizens who sought employment through licensed businesses focused their attention on EU employment issues [2].

With the adoption of the Law of Ukraine «On Immigration» on June 7, 2001, there appeared a continuous tendency to increase the number of immigrants and those seeking to obtain a permit for immigration to Ukraine. The majority of the latter is made up by the citizens of the countries from the former USSR or/and by those who have maintained a stable relationship with the citizens of Ukraine [2].

Every year in Ukraine, the number of detected aliens and stateless people increases, whereby violating the conditions of legal staying in Ukraine. According to the State Border Guard Service, 2016 witnessed a 43% decrease in the number of illegal migrants detained for illegal crossing the border (2016 – 1040, 2015 – 1816) [2].

Migration processes have serious impacts on the social situation in Ukraine. Due to these processes, practically all spheres of public life are noticeably changing, for example: economic, cultural, political, religious, demographic and others.

At present, the emigration component is dominant, the labor emigration being one component of its composition. Only in 2016, the number of Ukrainian citizens who have a legal status of staying abroad equaled to 5,202,971. It is obvious that the basis for such emigration is people of working and fertile age. This, against the background of the negative demographic situation of the last decade, has an extremely depressive effect on society [2]. Optimistic forecasts that labor emigrants will eventually return and bring with them new knowledge and skills in advanced technologies have yet to be confirmed.

On the other hand, the weakness of the Ukrainian economy makes Ukraine unattractive for the labor and economic immigrants, who are the majority of all immigrants in the world. That is why immigration does not have a significant impact on our country at this moment.

Consequently, we can conclude that among citizens of Ukraine there is a tangible tendency for migrations. The emigration of Ukrainians is driven mainly by economic causes, as well as the risks and hardships of life in a "hybrid" war in the eastern part of the country. For the same reasons, along with the traditional urban movement, there is internal migration.

So far, migration processes in Ukraine have more problems and challenges than positive impacts. Therefore, the state and society need to develop and implement corrective measures. The main of these should be actions aimed at strengthening the national economy, creating conditions for employment and full satisfaction of basic economic and cultural needs of the citizens.

At the same time, it should be borne in mind that with the improvement of the economic and socio-political status the attractiveness of Ukraine for migrants from countries whose population share other worldviews and cultural traditions will grow, which in turn might pose challenges for society and the state,

References:

1. *Demograficheskij enciklopedicheskij slovar'* (1985) / Gl.red. Dmitrij Ignat'evich Valentej. – Moscow : Sovetskaja enciklopedija. – 607 p.
2. *Migracijnyj profil` Ukrayiny`* (2017) [*Migration profile of Ukraine*]. – Available at: https://dmsu.gov.ua/assets/files/mig_profil/mig_prifil_2016.pdf.
3. *Sociologicheskij jenciklopedicheskij slovar'*. (1998). Na ruskom, anglijskom, nemeckom, francuzskom i cheshskom jazykah. Redaktor-koordinator – akademik RAN G. V. Osipov. – M. : Izdatel'skaja gruppa INFRA-M–NORMA. – 488 p.

INNOMINATE CIVIL LAW CONTRACTS

Lyubov Haba, student

Alla Hertz, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

The object of the thesis is the study of general issues of the innominate contracts as well as their place and role in the modern Ukrainian law.

The question of the legal nature of innominate agreements in civil law is very relevant, since modern law must promote the development of market and property relations and not to restrict the manifestations of the legitimate initiative of the participants of legal relations.

Dynamism and complications of modern legal relations predetermine the emergence of new relationships that require contractual regulation. However, contractual constructions that should be applied for the mediation of such relations are not provided by the Civil Code of Ukraine.

To ensure the proper development of such relations and their functions within the legal field Part 1 of Art. 6 of the Civil Code of Ukraine stipulated the provision that the parties can conclude an agreement that is not foreseen by civil law, but is consistent with the general ambushes of the legislation.

Hence, the freedom of agreement is one of the most important principles of the civil legislation. It says that the parties shall be free to conclude an agreement, to select the counter agent and to determine the provisions of the agreement taking into consideration the requirements of the civil Code, other acts of civil legislation, customs of business turnover, requirements of rationality and justice.

Innominate contracts are such contracts, a model of which is not provided by the law. In such contracts the parties themselves should formulate the content of the agreement while they can use the analogy of the law and the general rules of binding law, as well as the analogy of law, based on common principles of civil law, the requirements of integrity, rationality and justice.

The existence of such contracts in contractual relations is a certain manifestation of the democratic nature and will of the subjects of these relations by giving to the parties more rights and opportunities to settle the relations at their own discretion without violating the legislation. The number of these contracts can not be counted for sure because there are plenty of them and new ones arise due to evolving needs of people and societies over time.

In the doctrine of civil law there are different views to the question of legal regulation of innominate agreements. According to R. B. Shyshka, "namelessness of the treaty do not mean that it is generally out of legal regulation and influence of law"[7, p.9]. Credibility of the opinion is substantiated. Detailed analysis of Art. 6 of the Civil Code of Ukraine certifies that the legal regulation of innominate agreements is subordinated to the general basics of civil law directly defined in Art. 3. These principles are the starting point to be addressed when signing in nominate

contracts. So, for the regulation of such contracts one should apply an analogy of law.

V. O. Goryev notes that “the choice of the innominate agreement means the development of an unknown treaty in a civil law field. Therefore, the parties must know with certainty what provisions of civil law and in what sequence to use if they make such an agreement”[5, p.14].

Innominate contracts should be distinguished from mixed agreements. The difference lies in the fact that innominate contracts form a completely new kind, while mixed contracts are formed by mixing both named and innominate agreements. The mixed contract is secondary to innominate. However, it is very difficult to make this distinction in practice.

Indeed, as mentioned above, innominate contracts take a very important place in the modern law of Ukraine. Recognition of their existence and protection by the state is one of the manifestations of the significance of this type of treaties. Not all contractual relations that have new qualities, require the creation of a new institution. Their regulation may find expression in the conclusion of an innominate contract. This enables parties to enter into contracts in those areas of activity in which there are no statutory norms for the conclusion of such agreements.

References:

1. Конституція України: Закон від 28.06.2006 р. / Верховна Рада України // Відомості Верховної Ради. – 1996. – № 30. – Ст. 141.
2. Цивільний кодекс України: текст прийнятий Верховною Радою України 16 січня 2003 р. із змінами і доп. Станом на 12 травня 2008 р. / Міністерство юстиції України. – Офіц. вид. – Київ : ІнЮре, 2008. – 480 с.
3. Мигалок Л. Класифікація непойменованих договорів / Л. Мигалок // Підприємництво, господарство, право. – 2012. – № 2.
4. Мигалюк Л. Правове регулювання непойменованих договорів в цивільному праві України / Л. Мигалюк // Підприємництво, господарство, право. – 2012. – № 2. – С. 96 – 100.
5. Горєв В. О. Свобода договору як загальна засада цивільного законодавства України: автореф. дис. на здобуття наук. Ступеня канд. юрид. наук : спец. 12.00.03 «Цивільне право; цивільний процес; сімейне право; міжнародне приватне право» / В. О. Горєв. – Київ, 2007. – 22 с.
6. Лідовець Р. А. Змішані договори в цивільному праві України : автореф. дис. на здобуття наук. ступеня канд. юрид. наук : спец. 12.00.03 «Цивільне право; цивільний процес; сімейне право; міжнародне приватне право» // Р. А. Лідовець. – Львів, 2005. – 20 с.
7. Поєднання публічно-правових та приватно-правових механізмів регулювання господарських відносин: матеріали Всеукраїнської науково-практичної конференції, 19–30 жовтня 2007 р., м. Івано-Франківськ. – Івано-Франківськ, 2007. – 319 с.
8. Українсько-англійський словник правничої термінології / [уклад. Л. В. Мисик]. – Київ, 1999. – 523 с.

CATHOLIC-CHRISTIAN CONCEPT OF HUMAN RIGHTS

Danyil Homutetskyi, student

Nazariy Stetsyk, Associate Professor, PhD (Law), Scientific adviser

Lily Kuznetsova, Associate Professor, PhD (Phylology), Research Advisor,
Language Consultant

Lviv Ivan Franko National University

It is clear that the Catholic-Christian concept, like any other Christian concept, is based on natural law. Of course, even such a thorough and ancient concept as natural law has not come from nowhere. Natural law is considered to be a product of the Renaissance and Enlightenment, but in reality its genesis lies in tomism - the philosophical teaching of Tom Aquinas[1, p. 225]. His doctrine, Christianized aristotelism, was called Thomism. It can be concluded that Aquinas actually combined and, to a certain extent, complement each other previously incompatible things. Thomas creates his own philosophy. He introduces a new concept - the "eternal law", which relates to the prophetic ordering God of all created things to their proper end[1, p. 225]. God gives each person three interconnected things: certain knowledge, a desire for happiness and a tendency to good. The theological concept of Tom's Aquinas is deep, universal, and therefore even withstands the critique of modern science. The correctness of this statement is confirmed by the existence of a modern interpretation of the concept - neo-Thomism. Contemporary neo-Thomism is characterized by a multifaceted understanding of these rights. In particular, human rights are conceived as a specific anthropological and legal reality requiring social recognition, moral respect and legal consolidation, as certain moral requirements aimed at social objectification of justice in all spheres of human existence, as well as an objective purpose of public order and the common good as a means of creating a special centered social system that corresponds to the established system of God as a condition of true peace on earth and the basis for the unification of all mankind and a criterion for assessing the humanity of certain socio-political phenomena[3, p. 11]. The Catholic concept of international law has certain specific features. The first and, perhaps, the most important is the assertion of the supremacy of the divine law over the international one. But on the other hand, the Catholic vision of international law is quite anthropocentric. Considering the specific features of the rights of the Catholic-Christian concept, first of all it should be payed attention for such rights as the right to life, property rights, the right to work, entrepreneurial activity, the right to rest, family rights, the right to freedom of religion, also national rights (in particular, the rights of national minorities). Right to life is certainly the main and the most important right of every human. Speaking about the Catholic point of view for this law, it is impossible not to guess the number of Ecclesiastics of John Paul II. As was said in Ecclesiastics "Evangelium vitae", which logically goes from the Fifth Commandment: "... a person who is sincerely open to the truth and to the good, can light the mind and the mysterious power of

grace to recognize in the natural, written in the heart of the law the holiness of human life from the beginning to the edge and to make sure that every human has the right to expect a special respect for his basic good. The recognition of this right is based on the co-existence of people and the existence of a political community"[5, p. 3]. According to scientist Prisukhin, the right to life can not be violated, because its violation directly affects the dignity of a person in his Divine likeness[2, p. 28-29]. As for the property, the Catholic Church focuses on private one. The approach of John Paul II is quite interesting: "Private property is not an absolute value, and it is not expedient to proclaim the principles of mutual complementarity, in particular the principle of universal destination of earthly goods"[4, chapter 6]. In Ecclesiastics, land ownership is emphasized. It is said that obstacles to the right to private property lead to impoverishment. Strangely enough, the right to entrepreneurial activity and labor is deeply studied. The Pope referred to the right to entrepreneurial activity as the "natural right of man" to form private societies. It is noted that the association is a natural human right and that the state should promote its implementation, otherwise it would "contradict itself"[4, chapter 7]. Not less than the Universal Ecumenical Patriarch protects the human right to work: "It's unfair and not humanly to demand from people excessive work, blinding their thoughts and exhausting their bodies"[4, chapter 7]. In particular, he mentions the mandatory limitation of working time and, equally important, the special attitude to the work of women and minors. Particular attention is paid even to the right to decent wages and working conditions. Having analyzed the Pope's approach to human rights to work, leisure and freedom of religion, one can see a certain connection between them. Here's what is said in the Ecclesiastics John Paul II: "The Ecumenical Pontiff proclaims it in the context of other rights and duties of the workers, despite the general conviction that prevailed even at those times when it seems that some issues belong exclusively to the private sphere. He (the Pope) claims the need for a Sunday rest so that people direct their thoughts to the good of the heavens and to the prayer that is a direct duty to God". Again, we see the connection with natural law: "This right, rooted in the commandment of God, no one can deprive man"[4, chapter 9]. As a conclusion, it is necessary to say a few words about the relevance of human rights issues in the doctrine of the Catholic Church. In the modern world human rights are often leveled off by other subjects of legal relations. It should be emphasized that this happens with her consent, and without it. As an example, there are the words of John Paul II: "Unfortunately, there are cases of labor agreements between employers and workers, where elementary justice concerning the work of minors or women is ignored, with regard to the length of working time, the sanitary conditions of places of work and fair remuneration, and all this contrary to the International Declarations and Conventions that apply to them, and to the laws of the States themselves"[4, chapter 8]. The same applies to the "elementary right to a Sunday holiday," which, according to the Pope, remains away from attention even in the advanced states of the present. The question arises: "And what about the others?"

References:

1. Nesprava M. V. Human rights and freedoms in the Christian tradition. URL: <http://visnyk-psp.kpi.ua/article/view/152652/151739>
2. Prisukhin S. I. John Paul II about the right to life in a crisis of modern civilization. URL: http://www.irbis-nbuv.gov.ua/cgi-bin/irbis_nbuv/cgiirbis_64.exe?I21DBN=LINK&P21DBN=UJRN&Z21ID=&S21REF=10&S21CNR=20&S21STN=1&S21FMT=ASP_meta&C21COM=S&2_S21P03=FILA=&2_S21STR=jn_n_2011_2_4
3. Rabinovich S.P. Human rights in the natural-legal thought of neo-Thomism: Author's abstract. Dis ... Cand. of Law: 12.00.01 / S.P.Rabinovich; Odessa national lawyer acad. - O., 2003. - 19 c. - ukr. URL: [http://irbis-nbuv.gov.ua/cgi-bin/irbis_nbuv/cgiirbis_64.exe?Z21ID=&I21DBN=REF&P21DBN=REF&S21STN=1&S21REF=10&S21FMT=fullwebr&C21COM=S&S21CNR=20&S21P01=0&S21P02=0&S21P03=A=&S21COLORTERMS=1&S21STR=Пабинович%20C\\$](http://irbis-nbuv.gov.ua/cgi-bin/irbis_nbuv/cgiirbis_64.exe?Z21ID=&I21DBN=REF&P21DBN=REF&S21STN=1&S21REF=10&S21FMT=fullwebr&C21COM=S&S21CNR=20&S21P01=0&S21P02=0&S21P03=A=&S21COLORTERMS=1&S21STR=Пабинович%20C$)
4. The Ecclesiastics Centesimus annus - The Hundredth Year of His holiness the Pope John Paul II to the venerable brothers of the bishops to clergy and monastic ranks to the faithful of the universal church and to all people of good will in the hundredth anniversary edition of Ecclesiastics Rerum novarum Dear brothers, dear sons and daughters, Congratulations and the Apostolic Blessing! URL: <http://irs.ucu.edu.ua/dzherela/sotsialni-entsikliki/ivan-pavlo-ii-centesimus-annus-1991/>
5. The Ecclesiastics Evangelium Vitae of the Holy Father John Paul II To the Bishops Priests and Deacons Men and Women religious lay Faithful and all People of Good Will on the Value and Inviolability of Human Life. / Per. from Polish and German K. Demchuk, V. Paskevich, V. Dyvnych. Editor, Doctor of Theology, about. Sofron the Wise OSBM. – Liberia Editrice Vaticana, 1995. – 160 c. URL: http://w2.vatican.va/content/john-paul-ii/en/encyclicals/documents/hf_jp-ii_enc_25031995_evangelium-vitae.html

WESTERN UKRAINE AS A PART OF POLAND (1921-1939): LEGAL STATUS OF THE POPULATION, STATE SYSTEM, LAW

Anna Kindrat, student

Liliana Shevchuk, Associate Professor, PhD (Law), Research adviser

Lily Kuznetsova, Associate Professor, PhD (Philology), Language consultant
Lviv Ivan Franko National University

Western Ukraine is the territory, that is inhabited by many nationalities. The Biggest community are Ukrainians. In the 20-30's of the last century it was under the power of Poland, Romania and Czechoslovakia . Ukrainians, unable to defend their independence during the liberation struggle of 1917–1920, were doomed to play a minor role in the politics of these states.

Most of the Ukrainians became citizens of Poland, primarily the inhabitants of Eastern Galicia, which until 1918 was part of the Austro-Hungarian Empire. The Polish authorities divided it into three voivodships: Lviv, Ternopil and Stanislavsky. Western Volhynia and Western Polesie became part of Poland. The number of Ukrainians in Poland at the beginning of the 30-ies of the XX century was about 6 million people , and they inhabited almost a third part of Poland at that

time. For some time, the international legal status of Ukrainian lands in Poland was not defined. The Paris Peace Conference of 1919 gave permission for the temporary occupation of Eastern Galicia by Poland. But Poland did everything to perpetuate the occupation status of the West Ukrainian lands. In the end, despite the protests of the Galician citizens, the Council of Ambassadors on March 14, 1923, recognized Eastern Galicia as part of Poland. Other West Ukrainian lands became part of Poland in accordance with the conditions of the Riga Peace of 1921.

Even if to agree with the Polish interpretation of the Riga Peace Treaty of 1921 as an international legal refusal of the Ukrainian Soviet authorities from the territory of the former Western Ukrainian Republic and Volhynia, and from the point of view of international law, their inclusion to II Polish–Lithuanian Commonwealth is not an annexation, but as a exchange agreement, it should be admitted that it was forced and did not comply with the right to self-determination. This idea is also confirmed by the fact that not only Poland but also the great powers ignored the right of the population to determine their fate by way of a plebiscite.

According to the decision of the Council of Ambassadors, the Ukrainian lands, which were the part off Poland were to become autonomous. The Polish government repeatedly promised in the 20-30's of the XX century to ensure the rights of national minorities and to grant autonomy to Ukrainian lands,. But in the ruling circles of the Polish state, they ruled Unitarist sentiments, and their efforts were aimed at strengthening control over Ukrainian territories. The discriminatory policy regarding the population of these territories was manifested in the compiling local self-government bodies, whose heads were intended only by the Poles. Ukrainians almost did not have the opportunity to hold administrative positions in state institutions, officers positions in the army, police, secret services. In 1925, out of 150 members of the Lviv City Council, only 2 represented the local population . In 1920, "Eastern Malopolska " was proposed to substitute the name for Eastern Galicia. Ukrainian names were replaced by Polish ones. The Polish language superseded Ukrainian from all state and municipal institutions.

Fearing the growth of the national consciousness of the Ukrainian population, Polish government in every way slowed the development of public education, closed the Ukrainian schools. The "Crested" law was approved, according to which the bilingual, so-called late-night bilingual, which was essentially Polish, became the main type of school, in addition to the compulsory study of the Polish language, children were taught Polish history and science about Poland. In addition, teachers were mostly Poles who did not know the Ukrainian language. To accelerate the polonization of the West Ukrainian lands, teachers from central Poland were sent here. Teachers-Ukrainians were recommended to work in the central voivodships of Poland. 1500 of Russian-educated Ukrainians were displaced there, and 2500 – were fired from work. Consequences of this **politics** for the Ukrainian school were catastrophic. If in the 1911-1912 academic year there were 2420 Ukrainian primary schools in Galicia, then in the 1930s only a few hundred.

Such a policy has had a very negative effect on the level of education of the Ukrainian population of Poland. In the late 30's 70 % of Ukrainians were illiterate. In the worst situation was the secondary and vocation education. From 138 general secondary schools in Galicia in 1939, there were only 5 Ukrainian public schools with 2050 students, and 18 private schools with 3571 students. In Galicia in 1939, there were four higher educational institutions: the University, the Polytechnic Institute, the Veterinary Academy and the Academy of Foreign Trade. But for Ukrainians the opportunity to study in secondary and higher educational institutions was unattainable because of high fees.

Ukrainians resisted the discriminatory policy of the Polish authorities in the educational field. In 1921, in Lviv, a so-called Secret University, which worked until 1925, appeared in Lviv. On the territory of Galicia, the enlightenment community "Native school" was active. The activity of the centers of the Prosvita Society continued to operate, the influence of which on the preservation and development of the national culture of Western Ukraine cannot be overestimated. Finally, the T. [Shevchenko](#) Scientific Society continued to work in Lviv, in which prominent scientists worked such as S. Smal-Stocki, V. Gnatyuk, K. Studinsky, S. Dnistriansky, I. Gorbachevsky, M. Wozniak, F. Kolessa, V. Shchurat, V. Doroshenko etc.

Having invaded Western Ukraine, the Polish imperialists carried out an administrative-territorial reform, which was the introduction of all-Polish state institutions. The territory of Western Ukraine was divided into voivodships - Lviv, Stanislawsk, Ternopil, Volyn.. The head of the congresses appointed by the Council of Ministers voivods, endowed with almost unlimited power. The voivods were directly subordinated to the Minister of the Interior Affairs. As chairman of the general administration of the governor, he directed the activities of the administrative authorities on the territory of the voivodship, supervised the trade, the ways of communication, regulation of labor and public welfare.

The functions entrusted to the governor were carried out by special bodies - Voivodship and Administrations. They supervised the work of the headmaster, who were engaged in the same issues within the counties as voivodship management. In particular, at the beginning of the 1930's, the Lviv Provincial Directorate had 11 departments that oversaw the calm (security department), self-governing bodies, civil status acts, governed the activities of state and private medical institutions, and monitored the settlement of land question.

At the head of the whole district administration, besides the military, financial, school, land and postal and telegraph, stood an old chieftain. His main duty was to suppress the revolutionary liberation movement and to ensure law and order in the county. For this purpose, he could use the organs of the police. His functions of the chieftain were performed with the help of a special apparatus - the old city administration and subordinate institutions. In order to control the revolutionary and national liberation movement, a so-called "security organs" were established as a paramilitary system. The entire territory of Poland was divided into voivodship police districts, which were commensurate with the administrative-

territorial Voivodship division. Each county had its own state police. The voivodship was headed by commandant, and in the county – counties commandant.

In accordance with the Constitution of Poland in 1921, the system of local self-government bodies operated on the territory of communities, counties and voivodships. In carrying out general measures, these self-governing units could act as unions in a legal act, and then the bodies of these unions officially became peculiar executive bodies of the administrative authorities. The bodies of self-government in Galicia were: public council and public authorities, district council and district administration, the National Sejm and the Crimean Committee.

There were judicial institutions, based on the laws of Austria-Hungary on the territory of Western Ukraine. Only their political orientation has changed. If previously, the court advocated, first of all, the interests of the Austrian landlords and the bourgeoisie of the Austro-Hungarian monarchy, and after defended the rights of the Polish and Ukrainian landlords and the bourgeoisie, now put more interest was put in the defending Polish capitalists and the integrity of the Polish state. Rights of Ukrainian Burundians and landowners were moved to second plan. The main task of the court was to suppress the revolutionary movement, the national liberation struggle.

In 1928, a judicial reform took place in Poland, in which district, appellate courts and the Supreme Court experienced some reorganization, and instead of County, civil courts were founded. District courts acted as the appellate court for public courts. The appellate court was the supreme court for district courts. In addition to general courts, there were also special, for example, labour and arbitration courts for accident insurance institutions. Labour courts were formed only in large industrial centers. For example, the Lviv Labour Court was founded in 1918 as a result of the reorganization of the Industrial Court, which existed during the reign of Austria-Hungary. It considered the actions of workers to entrepreneurs, owners of factories, factories. The main task of labour courts was the legal protection of industrialists from the workers.

In order to regulate the financial sector and ensure cash flow to the budget, financial institutions, in particular financial chambers, which were subject to financial management and management of excersising duties and state monopolies, were created. On the territory that was part of the Austro-Hungary, there were special cadastral departments that were in charge of land cadastre affairs. Implementation of land reforms required the creation of special agencies – land administrations. Issues related to reforms (for example, the shredding of estates (parcellation), the creation of wealthy Polish farms (sedimentation) and cuttings, the elimination of easements, redistribution and regulation of land holdings), were engaged county administrations, headed by Zemsky commissars or subcommittees. The District Land Administration acted as the highest authority and extended its activities to the voivodship. The highest appellate body was the Ministry of Agriculture and Land Reform.

All other powers of government and administration were imposed on the structures of the highest legislative and executive power established in accordance

with the Constitution of Poland in 1921 and 1935. The constitutional law of 1921 provided the legislative authority to the Sejm and the Senate. The President of the Republic and the Council of Ministers were governed by executive authorities. As a result of the May Revolution of 1926, a political regime reigned in Poland that overturned the basic principles laid down in the March 1921 Constitution. The mechanism of functioning of the state, inherent in the parliamentary system, replaced authoritarian methods of government. For 10 years the constitution of the new supreme power was under way. In 1935, the so-called April Constitution of Poland was adopted, according to which the President received legislative, constitutional, executive, controlling, extraordinary powers (in case of war).

The hard economic situation, unprecedented national, religious and social oppression, political disability caused the intensification of the revolutionary liberation struggle of indigenous people of Western Ukraine under the leadership of political parties. Only in 1934-1938 there were 1118 strikes.

Significant changes in the situation of Ukrainian Galicia occurred with the beginning of the 2nd World War. The fall of Poland led to the establishment of the Stalinist regime in the West Ukrainian lands. After the "occupation" for one and "liberation" for the other Red Army of the territory of Western Ukraine during two months the Soviet power of Western Ukraine was constituted. The People's Assembly of Western Ukraine (October 26, 1939) adopted important legislative acts: "On State Power in Western Ukraine"; "On the Entry of Western Ukraine into the Ukrainian SSR"; "On confiscation of landed estates"; "On the Nationalization of Banks and Large Industries". On October 27, the National Assembly approved the Declaration, which stated:

"From now on, all the power in Western Ukraine belongs to the working people of the city and the village represented by the Soviets of Workers' Deputies." Instead of the highest authorities and the authorities at the closing meeting, the deputies elected a plenipotentiary commission charged on behalf of the National Assembly to submit a Declaration to the Verkhovna Rada of the USSR and the Verkhovna Rada of the Ukrainian SSR and ask them to include Western Ukraine in the USSR with its accession to the USSR. History did not know the humiliating act: first, the conquest ("liberation"), and then, under the blows of the rifles of the NKVD army, the formation of councils of workers' deputies, who were given the right to resolve what a significant part of the nation did not want. However, this has happened.

October 31, 1939, the extraordinary fifth session of the Supreme Soviet of the USSR decided to satisfy the request of the National Assembly of Western Ukraine. The decision was adopted by the Verkhovna Rada of the Ukrainian SSR, having decided on November 15 to accept Western Ukraine as a member of the Ukrainian SSR.

For J. Stalin, the unification of Ukrainian lands was primarily in the foreseeable division of Poland between Nazi Germany and the USSR.

Thus, the territory of Western Ukraine extended the current legislation of the USSR and the Ukrainian SSR. On December 4, 1939, the Volyn, Drohobych, Lviv, Rovno, Stanislav and Ternopil areas, as part of the Ukrainian SSR, were created by

decree of the Presidium of the Supreme Soviet of the USSR. By the Decree of the Presidium of the Supreme Council of the Ukrainian SSR on January 17, 1940, the old division into counties and parishes completely abolished, and districts, city councils, and village councils were created. In total, 83 city councils, 199 district councils, 89 village councils and 4944 village councils were organized. Even earlier, on December 9, 1939, the composition of the regional executive committees was approved. On December 26, the People's Commissariat of Ukraine issued an order to commence the work of regional departments of the NKU, regional and national courts in the western regions of the Ukrainian SSR. The judiciary was appointed by the relevant executive committees of the Communists, sent by the People's Commissariat from other regions of the Ukrainian SSR. The newly created courts, together with the NKVD bodies, launched a large-scale so-called class struggle against former exploiters, "kulaks", nationalist intellectuals, potential "enemies of the Ukrainian people", etc. Repressions against the Western-Ukrainian people caused a national liberation movement against the communist-Soviet ("Soviets") regime, which did not subsist for years. It was particularly acute during and after the 2nd World War.

References:

1. Legal status of western ukrainian lands and the status of ukrainian ministry in the composition of the ii. Of the population (1918-1939 ad) n. Yantsyshyn http://yurvisnyk.in.ua/v6_2014/44.pdf
2. Historical and legal basis of the state of national minorities in the second half of the post office O. V. Turchak <https://lj.oa.edu.ua/articles/2011/n1/11tovdrp.pdf>
3. <http://radnuk.info/pidrychnuku/ictoriua-prava/514-istoriya/11563/0---19201930--.html>

COMMITMENT TO THE REPARATION CAUSED BY MUTILATION, ANOTHER INJURY OF HEALTH OR DEATH

Iryna Klochnyk, student

Halyna Yanovytska, Assistant Professor, PhD (Law), Research Advisor

Natalia Hrynya, Associate Professor, PhD (Philology), Language Consultant

Lviv National University after Ivan Franko

Specificities of reparation caused by mutilation, another injury of health or death are connected with the significance of human being's life, health, safety and integrity. Taking into consideration a high level of occupational traumatism, improper quality of transportation service and other factors, the issue of reparation nowadays is especially urgent, including for the development of democratic society.

Under Article 1095 of the Civil Code of Ukraine, a natural person or legal person, who has harmed a natural person by mutilation, another injury of health or death, is obliged to reimburse victim for earning (income), lost as a consequence of

the loss or reduce of occupational or general working capacity. Apart from this, additional expenses, related to necessity of enhanced nutrition, health-resort treatment, purchase of drugs, prosthetics, external care etc. are to be refunded.

Mutilation is understood as trauma or occupational disease. Thus, trauma is characterized by sharp external influence on the organism, which caused the physical damage. Occupational disease inflicted long-term and systematic influence of factors, typical of particular type of profession. Another injury of health includes any other impairments of the health in the result of general disease. Understanding of these categories is determining for identity of existence of reparation condition.

Basis for reimbursement is a loss of earning (income) and also demand of additional expenses. Damage as a loss of income is defined, taking into account following factors: 1) monthly average earning of victim before mutilation or another injury of the health; 2) degree of the victim's loss of occupational or general working capacity.

It is established by the civil legislation that the amount of lost earning is determined in per cent of monthly average earning (in the last 12 or 3 calendar months of work at victim's will), which victim had before mutilation or another injury of the health. All types of remuneration for employment contract both at the main place of work and a part-time job are included in the amounts, assessed before deduction of the income tax. Payments with disposable or non-permanent character – allowance for pregnancy and maternity, leave commutation costs, one-time awards and so on, are not included in lost income.

Occupational working capacity is understood as employee's ability to work for his/her profession, specialty, qualification or another similar to it, while general one is the ability to perform unqualified work. The lost of working capacity is state of human health caused by disease, trauma, which makes impossible performance of certain work without damage to health. Degree of the permanent loss of professional working capacity is established by medical-social expert commission. If a person does not have a profession, loss of general working capacity is established.

Particularities of determining of the reimbursement are established for individual entrepreneurs, self-employment persons. So, a level of income is calculated from annual income, obtained over the past year and divided into twelve. Income level is based on the data of revenue authorities.

Concerning infant or minor victim, the reimbursement is not bound to monthly average earning and does not depend on degree of loss of working capacity. However, already after victim's reaching the age of 14, a person is bound to make amends, related to these categories on the basis of minimum wage. Additional guarantee is that if a person has already had earning, the reimbursement ought to be established accordingly to the amount of earning, no less that minimum wage.

Right to compensation for the damage, inflicted on victim's death have disabled persons, who are depended on victim or have the right to be depended, and also a child, born after the death. However, not all these payments are indefinite, but payments for a wife, husband, parents (adopters), who reached

retirement age. Besides, a person, who caused harm, is obliged to reimburse expenses, connected with burial of a victim and construction of a gravestone.

One more guarantee is a possibility to pay damages, caused by mutilation, another injury of the health or death as a result of crime. The reason is that a person who committed a crime is bound to compensate expenses for treatment. Even if a person is unknown or insolvent, it does not narrow the ability of reparation, because in this case this is the obligation of the state.

Furthermore, moral damage could also be redressed once or in monthly payments. Moral damage caused by the death is reimbursed to a husband (wife), parents (adopters), children (adopted one) and persons, who lived as one family. However, it is necessary to prove the existence of physical or mental suffering, related to mutilation or another injury of health or death.

Finally, concerning the order, damages are reimbursed in monthly payments, as a rule. If the circumstances, which are significant, exist, the amount of refund might be paid once, no more than three years in advance. Also the amount of readdress could be increased or decreased, because of reduce of the working capacity or on a payer's demand respectively.

Taking into consideration everything mentioned above, we can claim that the mechanism of the reparation is detailed enough in the civil legislation and is quite effective, but a few moments need to be improved. Nevertheless, the knowledge of the right to reimbursement and its order could provide the basis of democratic society.

References:

1. Цивільний кодекс України: Закон від 01.01.2004 № 435-IV// База даних «Законодавство України»/ВР України.–Режим доступу до ресурсу: <https://zakon.rada.gov.ua/laws/show/435-15>.

2. Бичкова С. С. Цивільне право України. Договірні та недоговірні зобов'язання [Електронний ресурс] / С. С. Бичкова, І. А. Бірюков, В. І. Бобрик та ін. // за заг. ред. С. С. Бичкової. – Київ : Алерта. – 2014. – Режим доступу до ресурсу: https://pidruchniki.com/1029022857219/pravo/tsivilne_pravo_ukrayini_dogovirni_ta_nedogovirni_zobov'yazannya.

3. Українсько-англійський словник правничої термінології / [уклад. Л. В. Мисик]. – Київ, 1999. – 523 с.

NORMATIVE-LEGAL ACTS IN THE ACTIVITY OF PUBLIC ADMINISTRATION

Anastasiya Kluchnyk, student

Andryi Shkolyk, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

The existence of the state, society and the whole organization of social life is impossible without everyday state and government activities regarding to the administration of the economic, legal, social and cultural spheres of the organization of society. The instrument, which helps the state administers, is the legal acts of the subjects of public administration. Legal acts of the subjects of the public administration contain most of all legal regulations in force in the state, which extend to practically all state authorities, non-state structures, officials or citizens.

The aims, tasks and functions of public administration are practically implemented in legal acts of various nature and content. They can be classified and it is possible to clearly identify the place of each public administration act in their total number.

The scientific classification of acts gives an opportunity to find out their legal nature, to determine the role and importance in resolving general and special tasks of public administration, to develop the most accurate and perfect order of their publication, to develop effective measures to ensure control over their implementation.

Legal acts of the subjects of public administration are the authorities, adopted in accordance with the requirements of the laws and the subjects of public administration. Acts are a means of practical implementation of the tasks of public administration.

Consequently, the types of administrative acts are the following:

- 1) normative administrative acts;
- 2) action plans;
- 3) administrative orders;
- 4) individual administrative acts;
- 5) administrative agreements, administrative acts-actions;
- 6) administrative acts in private law.

The most typical classification of acts of activity of public administration is the classification of acts depending on their legal properties and subjects of the right of publication acts. The classification of objects of public administration is established and remains for:

- normative – legal acts of public administration, which establish, change or cancel the right.
- individual acts – they do not contain legal norms and relate to specific individuals.

- mixed acts – together with other norms of law include individual prescriptions and decisions on specific public affairs.

Individual acts of public administration are accepted to be divided into:

- obligatory;
- empowering;
- those that contain refusals.

Depending on the subjects of the adoption of regulatory acts of administration, the following are distinguished: decrees and orders of the President of Ukraine; resolutions and orders of the Cabinet of Ministers of Ukraine; orders, instructions, orders of ministries; decisions of local state administrations; regulations, rules, instructions, orders, orders issued by heads of state enterprises and institutions, activists of local self-government.

These signs determine the distinction of legal acts of the subjects of public administration from laws, acts of public organizations, service documents, acts of judicial authorities, and civil contracts, treaties. Requirements for the legal acts of the subjects of public administration are:

- 1) optimality;
- 2) compliance with legal requirements;
- 3) presumption of legality of the act;
- 4) timeliness of bringing to the attention of interested persons;
- 5) registration.

In conclusion, I would like to say that the legal acts of the subjects of public administration are the main instrument of the state to administer. The classification determines the place of each act in its total number. Such acts are a means of practical implementation of the tasks of public administration.

References:

1. Адміністративне право України: навч. посіб. : [у 2 т.] / за заг.ред. В. Галунька. – Т. 1 : Загальне адміністративне право. – Херсон : ПАТ «Херсонська міська друкарня», 2011.
2. Адміністративне право України. Підручник для юрид. вузів і фак. / За ред. Ю. П. Битяка. – Харків : Право, 2001.
3. Закон України “Про державну службу” від 16 грудня 1993 р.
4. Англо-український юридичний словник / С. М. Андріанов, О. С. Берсон, О. С. Нікіфоров. – Київ : Арії, 2010.

DEMOCRATIC SOCIETY AND ITS PRINCIPLES: STRENGTHS AND WEAKNESSES OF DEMOCRACY

Tatyana Kontaryova, student

Olga Zelinska, Associate Professor, PhD in Linguistics, Language Consultant
Yaroslav Mydryi National Law University

Democracy is a system of government based on citizens' participation in the organization of authorities. The famous US president Abraham Lincoln defined democracy as: "Government of the people, by the people, for the people". It is based on the principles of distribution of authority, rule of law, pluralism, publicity, independence, legality, majority election and others [3].

"Government of the people" defines citizens as the single power, which is entrusted with authority. That is why the bodies of state power are responsible for people.

"By the people" means the authority is realized by elected representatives or citizens directly.

"For the people" concerns the authority which must guarantee that legal interests of the state, rights and freedoms of its citizens are ensured.

The major elements of modern democracy are equality, accountability and citizens' participation, rule of law, regular free and fair election, transparency and protection of the human rights of all citizens [1].

Equality means that all citizens have the same rights, freedoms and obligations, which are provided by law. Nobody can take exceptional position.

Accountability is the demand for the officials to inform people about their activities and results. They must act according to the will and wishes of people but not for themselves.

The rule of law is the principle, which presumes that no one can break the law, because it is protected by the state. If a person does it, he or she will be punished by law. Everyone must observe laws.

Citizens' participation means that only citizens can form bodies of the state authority. There are many forms of it including voting in elections, making opposition to the state authority, paying taxes, being member of social organization or form an own association. According to the transparency, government is responsible for citizens. Because the people must be aware of what is happening in the country. In a democratic society, the press and people are able to get information about what decisions are being made by whom and why. Furthermore, democratic state must protect legal interests, rights and freedoms of its citizens.

However, it is a mistake to say that democracy is full freedom of the people. Democracy sets limits for the citizens' behavior. They do not only participate and exercise their rights but also obey certain principles and rules of a democratic society. Citizens have to respect their own rights and rights of other people. They can make opposition to the state authority but not reject the government's authority.

Democracy has its own strengths and weaknesses. As for strengths, democracy is the basis of civilized states. Its principles ensure peaceful and legal interaction between people. Secondly, democracy is a single system which allows changing political administration without changing policy. Thirdly, it guarantees protection of interests, rights and freedoms of citizens and makes opposition to the state authority.

As for weaknesses, parties and politicians sacrifice long-term goals for success in the elections. Furthermore, democratic states depend on citizens, which can abuse their freedom. That is why democracy requires prepared and fair society and achievement of compromise. Democracy suggests pluralism, which can have negative results. Because if opinions of one organization are always ignored it may turn against democracy.

To sum up, democracy is the best system of government, which has its own strengths and weaknesses. Its principles and features prove that there are more strengths than weaknesses. Only democracy can guarantee that legal interests of the state, rights and freedoms of its citizens are ensured.

References:

1. <http://www.shareyouressays.com/knowledge/top12-vital-elements-democracy-explained/106235>;
2. <https://web.stanford.edu/~ldiamond/iraq/WhaIsDemocracy012004.htm>;
3. Політологія: посібник для студентів / за заг. ред. : К. О. Ващенко, В. О. Корнієнка. – Київ : Вид-во імені М. П. Драгоманова, 2011. – 406 с.

THE DRAMATIC FATE OF THE UKRAINIAN POLEMICIST GREGORY SKYBINSKY

Kristina Kremenysia, student

Olga Ryabchenko, Doctor of Science (History), Professor

H. S. Skovoroda Kharkiv National Pedagogical University.

Kostyantyn Mishchenko, senior teacher

O. M. Beketov National University of Urban Economy in Kharkiv

Grigorii Skibinsky - Ukrainian writer, translator, doctor of theology . He was born in Volyn in the middle of the 17th century. (the exact date and place of birth are not known, approximately in the 1660s pp.). After graduating from the parish school, heI decided to continue his education. The youth who intended to study theology more thoroughly, in those days was compelled to travel abroad and to receive education under the patronage of the Catholic Church.

So, in 1688, Gregory went to Rome to obtain higher education. For this he had to renounce Orthodoxy, as well as to everyone who arrives "in the papal region with the requirement of learning" and to accept the basic tenets of the Roman Catholic Church. In Rome, he spent eight years studying mathematics, philosophy

and, mainly, theology at the then-known teachers and persons close to the Pope. Among them, we will mention the doctors of theology and the Dominicans - Francis Pegrina, the relative of Pope Innocent, Pauline Bernardinia, the pastor of the pope and his closest counselor, Jacob Rithius, the teacher of the papal schools, and Joseph of Spain - "the first teacher of wisdom." After graduation, Grigoriy Skibinsky received his degree in Philosophy of the *artium liberalium doctor, sacrae theologiae licentiat* ("Doctor of Philosophy and Other Free Arts, a Certified Teacher of Holy Theology").

During his studies, Gregory traveled a lot, had time to visit almost all the Italian universities of that time (Rome, Padua, Venice, etc.), visited France and Germany. He possessed almost all European languages, knew well the history of peoples, the theory of poetry, and was guided in all the latest scientific ideas of world culture. Due to the change of religion, Gregory was oppressed not only by the Orthodox, but also by the Catholics. So, in Padua, a kind of adventure that he did not describe in detail, and Skibinsky, "cut off the hand" for the slander of the Papal Popes.

According to G. Skybinsky, in Constantinople, he received from the patriarch a blessing for a teacher's place in the Moscow Greek-Latin Academy. After arriving in Moscow in 1696, Gregory submitted a request to Patriarch Adrian, in which he talked about his conversion to Catholicism, about his studies and, after the trial, asked him to take him back to the womb of the Orthodox Church. Patriarch Andrian reacted with disbelief to this request. He believed that Skibinsky could be a "man of the pope" who came to Moscow to propagate Catholicism.

Asking Skibinsky for a return to Orthodoxy was transferred to the hieromonk Euthemius for consideration, after which Gregory was sentenced to death. But Patriarch Andrian, obviously, did not agree to such a cruel scholar's punishment, as a result, after interrogations and discussions, found guilty great. As a result, the request was accepted, but provided that Gregory Skibinsky will perform the epithelium, publicly repent, will not teach anyone his foreign teaching and write a work against the Latins and the Pope. Only after this, 10 years after the publication of his treatise, he was able to return to Orthodoxy.

For a while Skibinsky was a teacher in Moscow and Volyn. His works included "A Brief Story about Rome" and "Description of Italy", where the author described the life of the then Italy. He is critical of the pope, but positively towards university science and education. Grigoriy A. accurately describes the color and features of different higher educational institutions in different cities of Italy. He notes, in particular, that the Italians with hospitality take students from all over the world, willingly provide them with housing, share what they can, benevolently, and happily communicate with them. His works trace the culture, traditions and mentality of the Italians of that era. Skibinsky's descriptions are marked by observation, the ability to substitute meaningful, generalize the vision, insight into the phenomena of the culture of the people, its morality and everyday life.

Regarding his activities as a teacher, he translated works of such famous authors as Taso's Liberation of Jerusalem into the Ukrainian language, works of

Boccaccio, Rotterdam, Petrarch. In the XVII century and later G. Skibinsky's writings had a great success, they were read, rewritten. How ended the fate of this gifted person - is unknown. He died in 1716 in Moscow, forgotten by his entourage.

Hryhoriy Skibinsky's works, therefore, contributed to the development of theological science, history, as well as the spread of the ideas of the Renaissance and the development of Ukrainian culture in general on the Ukrainian lands.

CIVIL LEGAL PERSONALITY OF LEGAL ENTITY

Danylo Marunchak, student

Svitlana Lepeh, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

The rights of the legal entity began to develop very quickly with the start of the new millennium. What was previously impossible and sounded like a scientific fiction is now quite real. A legal entity receives new rights and duties that change the principles of its work. Civil legal personality of a legal entity is an ability to be the subject of civil relations. It consists of civil legal capacity and civilian capacity of this person.

The legal capacity of a legal entity is its ability to have civil rights and duties that arise from the moment of the creation of a legal entity and stop exist from the day the entry is made to the Unified State Register of the record about its termination.

Under Article 91 of the Civil Code a legal entity is able to have the same civil rights and duties as an individual, except those that by their nature may belong only to a person. So, to replace the special legal capacity of a legal entity, which was envisaged by the Soviet civil law, the principle of universal legal capacity has come, which is a reflection of the current trend of development of the Civil law of Ukraine.

It should be noted that the legal capacity of a legal entity has expanded not only due to the provision of its features of universality, but also due to a change in approach to resolving the issue of what rights such person may have. If traditionally it was emphasized on the property rights of a legal entity now, there are their personal non-property rights at the same level with them in the Civil Code. Article 94 of the Civil Code establishes that a legal entity has the right to inviolability of its business reputation, the secret of correspondence, information and other personal non-proprietary rights that may belong to it. In this case, personal non-property rights of a legal entity are protected on a general basis in accordance with Chapter 3 of the Civil Code. Judicial defence of dignity, honour and business reputation due to the sharing of false information is not excluded if the person who shared such information is unknown (for example, when sending anonymous or pseudonymous

letters or requests). In this case, the court may, on the request of the person, establish the fact of the untruth of this information and refute it in the order of separate proceedings. Such an application is considered to be defined in Chapter 4 of the Civil Code.

However, the volume of civil capacity of a legal entity is not unlimited, since it is determined by its constituent documents. This means that commercial organizations if their constituent documents do not contain an exhaustive list of activities they can carry out, may engage in any business activity that not prohibited by law. Realizing your own legal capacity, a legal entity can conclude into any agreements. However, if, for example, the constituent document of a legal entity has an exhaustive list of possible types of its activities – it is endowed with a special legal capacity, outside which it is not permitted to go. Deals concluded by such a legal entity beyond its legal capacity are void. Limitation of civil capacity of legal entities may take place by a court decision in cases specifically foreseen by law.

In addition, the limitation of the legal capacity of a legal entity can be considered as a rule from Article 91 of the Civil Code according to which the implementation of certain types of activities, the list of which is established by law, is possible only after obtaining a special permit (licence). This rule applies to legal entities endowed with both a special and universal legal capacity. This requirement applies both to entrepreneurial and non-entrepreneurial organizations.

The civil capacity of a legal entity is its ability to acquire civil rights through its own actions and to assume civil liabilities. Civilian legal capacity is exercised by a legal entity through its bodies acting in accordance with the law, other legal acts and constituent documents. The composition and list of bodies of a legal entity, the competence of each of these bodies, the order of their formation, are determined for different types of legal entities of the Civil Code and relevant Civil law. Bodies of a legal entity form and express its will, therefore, it is through them that a legal entity acquires civil rights and acquires civil duties. However, persons who implement the legal capacity of a legal entity, may be under Part 2 of Article 92 of the Civil Code be other entities that are its participants.

Under Part 3 of Article 92 of the Civil Code the person who conducts business of the legal entity and acts on its behalf on the basis of the law or constituent documents, must act in good faith and reasonably, provide by all possible legal means protection of interests of the legal entity which he/she represents. In this case, the body of a legal entity or other entity acting on its behalf can not go beyond the powers granted to them. To realize the legal personality of a legal entity, its location is important. In particular, when dealing with issues related to the fulfillment of obligations in which it participates, the definition of jurisdiction of disputes, etc. The Civil Code notes that the location of the legal entity is the address of the body or persons who, in accordance with the constituent documents of the legal entity or the law, act on its behalf.

In order to realize the legal personality of a legal entity, branches or representative offices may be established by it.

Affiliate is a separate unit that performs all or part of the functions of the legal entity itself on behalf of the legal entity. They are created for the activities of a legal entity outside its location. Such affiliates are most often formed by educational and scientific institutions. However, it can be enterprises producing goods, services, carrying out other, business activities.

Representative offices are created to represent and protect the interests of a legal entity outside its place of location. Such representative offices are almost always created by large enterprises in the places of suppliers, buyers and consumers.

To sum up, one can say that a legal entity is capable of having the same civil rights and obligations (civilian capacity) as an individual, other than those which by their nature may belong only to a person. Civil legal personality of a legal entity consists of civil capacity and civil capacity of this person. The feature of the development of a legal entity in our time is that its personal non-property rights go to one level with its property rights, which was never before. Often, for the purpose of realization of their legal personality, legal entities create affiliates and representative offices, which considerably simplify their work.

References:

1. Цивільний кодекс України : станом на 04.02.2019 р. : відповідає офіц. тексту. – Харків : Право, 2013. – 440 с.
2. Братель О. Г. Цивільне право України / О. Г. Братель, С. А. Пилипенко. – Київ : Вид. О. С. Ліпкан, 2010. – 256 с.
3. Харитонов Є. О. Цивільне право України / Є. О. Харитонов, О. І. Харитонova, О. В. Старцев. – Вид. 3-тє, переробл. і допов. – Київ : Істина, 2011. – 808 с.
4. Цивільне право України. Особлива частина / за ред.: О. В. Дзера, Н. С. Кузнецова, Р. А. Майданик. – Київ : Юрінком Інтер, 2010. – 1176 с.
5. Цивільне право України. Особлива частина : підручник / за ред. : В. Г. Фазикоша, С. Б. Булеци. – Київ : Знання, 2013. – 752 с. – (Вища освіта ХХІ століття).
6. <http://www.unlimited-translate.org/en/dictionaries/ukrainian-to-english/translate/%D0%BE%D1%81%D0%BE%D0%B1%D0%B0.htm?>

UDC 649.1

DEMOCRATIC GOVERNMENT: TEMPORAL DELIMITATION

Yaroslav Morozov, student

Kseniya Nesterenko, Associate Professor, PhD (Philology), Research Advisor
Yaroslav Mudryi National Law University

The relevance of the topic is based on the issue of the time requirements for an accountable and efficient government. It is a well-known fact that the government is an essential pillar of a democratic society. The rise of democracy had begun in the 20th century and reached its highest point in the 1990s, after the

collapse of the Soviet Union. It is pertinent to state that democracy is «polity in which collective decisions (laws, policies, procedures) are the expression, direct or indirect, of the preferences and choices of the collection of equal citizens of the polity»[1].

An essential facet of democracy is a government which is responsible for representing the collective decisions mentioned above. Every government of such a type has the power within a certain period of time. This period, being limited in duration, is defined by the frequency of the elections, which are the main source of the society representatives who will run the country. However, the life span of the government is quite short: approximately it lasts 4 to 5 years. The reason is to prevent the ruling party from being dictatorial, stagnant over time or ignoring the public interests. On one side, the temporal delimitation causes the government's inefficiency and instability. This occurs because there is not enough time for the government to implement its policy due to harsh conditions inside the country and other reasons. On the other side, the limited time motivates the government to do its best in order to gain respect and trust from the public.

It is clear that the bounds of these time frames are set by the elections, which are of great importance for the government as well as for population. That is why there are many contradictions concerning this issue. The main concern is about how often the elections should be held. First of all, there should be a reasonable criterion that would assure the efficiency of the government. Thus, Juan J. Linz points out at the criteria for a time span given for «the majority emerging from an election»: «(1) time to familiarize itself with the problems and the operation of government, since we cannot assume that those elected would already have experience in governing and be familiar with all the major problems and the machinery of the state to deal with them; (2) time to formulate basic policies; (3) time to enact the necessary legislation in the regular legislative process, rather than by emergency legislation...»[2, p.23]. The list does not end at this point. Hence, according to Linz, it includes certain time to prepare and approve the budget that would make the implementation of basic policies possible. Then the government needs time to implement them and, consequently, to observe the results and find the ways for improvement. Moreover, the public needs to analyze the achievements of the ruling party and, at last, the remaining time is for the election campaign, which is also quite important in a democratic state.

Nevertheless, there is an opposite side of the temporal delimitation of the democratic bodies. The government without any time restrictions is also acceptable, however, it has a great influence on the effectiveness of the decision-making. The absence of the time bounds should not hinder the regulation of public affairs and development of the democratic society. It may be inferred that «the regulation of the use of time is essential in the decision-making of democratic bodies, and it can range from extreme rigidity to the radical utopia of some form of assembly (when any resolution can be introduced and voted on at any time by a “continuous body” permanently in session» [2, p. 28].

In summary, the limited duration of government power is essential in a democratic state. It ensures balanced regulation of the political affairs along with the realization of public interests. The ruling party has to keep itself from pursuing immediate advantages (such as political capital). Therefore, it has to provide legible policies, which are possible to implement and which promote the development of the society.

References:

1. Democracy and development. - Retrieved from: <http://www-personal.umd.umich.edu/~delittle/Democracy%20and%20development.pdf>
2. Juan J. Linz. Democracy's time constraints / Linz. Juan J. // International Political Science Review / Revue internationale de science politique, Vol. 19, No. 1, Democracy and Time. Temps et démocratie (Jan., 1998), pp. 19–37

UKRAINE DURING THE TOTALITARIAN REPRESSION REGIME OF 1917-1991

Nadia Mykytyn, student

Liliana Shevchuk, Associate Professor, PhD (Law), Scientific adviser

Lily Kuznetsova, Associate Professor, PhD (Philology), Language consultant

Lviv Ivan Franko National University

"Soviet totalitarianism" is a kind of communist totalitarianism, based on the primacy of the class approach, the denial of the right to private property, the prohibition of autonomy of the individual, etc. At the same time, a mass terror, which is directed not only against real or imagined opponents of the regime, but also used as a means of managing society, is an integral part of totalitarianism. To justify mass repressions, as well as tough methods of control and restriction of individual freedom, the creation of the so-called "enemy of the enemy", as advocates of other ideologies, are used. Thus, totalitarianism is a criminal form of power that destroys the people with impunity.

Separately among the totalitarian states is the Soviet Union. Having proclaimed humane goals and prospects, the Stalinist leadership created a political system that had its own peculiarities. Stalin's model of society is the so-called revolutionary totalitarianism. The reasons for establishing a totalitarian regime in the USSR were the lack of traditions of democracy, the low level of political culture of the population, the gradual growth of party and state apparatus, the DKT of the CPSU (B) in the political sphere, the command-administrative system of the management of the state economy, etc. The main method of establishing and maintaining the regime's existence was constant terror against all groups and strata of society. The totalitarian regime of the USSR was in fact a regime of personal power of Y. Stalin. The dictatorship of the CPSU, the lack of pluralism, opposition parties and movements, the actual deprivation of an individual's real participation in

the public-political life of the country – these and other features were inherent in the USSR for several decades and after the death of "the leader of all time and people"

The formation of a communist totalitarian system lasted parallel with the formation of the Soviet state itself. But it was the 20-30s that became the time when the totalitarian system took shape finally and fully realized its "potential". From the second half of the 20-ies the Communist Party monopolizes, concentrates in its hands all the power in the country, turning into a state party.

It turned out to be the following:

- the elimination of all other political parties and organizations and repression against their members;
- party interference in all spheres of life of citizens;
- the political dictatorship of the Bolshevik Party;
- the fight against any dissent in the middle of the party and among the population;
- creation of party groups and organizations at all enterprises and in all institutions, in order to strengthen the control over the society and spread the influence of the party;
- party interference not only in political issues but in absolutely all spheres of life, both society as a whole, and individual individuals.

Thus, the monopoly system and the dictatorship of a single party, which is one of the key signs of the totalitarian system, has been established in the Soviet Union. By 1929, Stalin definitively eliminated all his competitors from the party's leadership and became an actual dictator. From this moment we can state the completion of the formation of a command-administrative system of a totalitarian type.

After the extermination of competitive political forces, the russian bolsheviks established a totalitarian regime and began to plant in the country an adequate socioeconomic structure. The expropriation of large and small private owners, the suppression of the national liberation movement and the ideological indoctrination of the entire population would have been impossible without mass repression. In the triad of methods of "socialist construction" (propaganda, upbringing and violence), the totalitarian state most widely used violence in all its forms: coercion, expropriation of private property, terror by hunger, deportation, mass repression. In contrast to "dislocation", terrorist starvation and deportations, which had the character of discrete acts directed against social strata or national groups, mass repressions were individualized and carried out continuously. As a rule, they were directed against the real or potential enemies of the regime, but could also cover loyal people to intimidate everyone else.

The term "totalitarianism" (from the Latin totalitos - integral, in Italian totalitario - the one that covers everything as a whole) means the state system, which exercises absolute control over all spheres of public life. In his work,

"Totalitarian Dictatorship and Autocracy" (1956), Karl Friedrich and Zbigniew Brzezinski, identified a number of features inherent in a totalitarian regime.

Among them are the following:

- the only official ideology;
- the presence of a single party, usually driven by a dictator, merging with the state apparatus and secret police;
- a monopoly on mass media, an ideological censorship of all legal channels of receipt of information, programs of secondary and higher education. Criminal punishment for the dissemination of independent information. "Monopoly on Truth";
- Denial of traditions, traditional morality, and complete subordination of the choice of means to the goals set (the goal is to build a "new society");
- centralized rigid planning of the economy;
- Comprehensive control of the party over the armed forces and the proliferation of weapons among the population;
- a great role of state propaganda, manipulation of mass consciousness of the population;
- administrative control over the implementation of legal proceedings;
- the destruction of individual civil rights and freedoms;
- mass repressions and terror by the security forces; the creation of a police control system to combat any opposition.

All of these signs acquired their most complete forms in the Soviet Union, during the Stalinist era. Since the time when Stalin managed to concentrate all power in his hands, the regime began to blame all its mistakes, difficulties and disadvantages of "enemies of the people", "agents of imperialism," cruelly treating them with false (or simply rigged) accusations. The repressive measures were the punitive organs of the DPU, subordinate to the People's Commissariat of Internal Affairs (NKVD). In 1934 the General Directorate of State Security was established instead of the DPU. The DPU-NKVD bodies launched massive repressions against all segments of the population of Ukrainian society. Mass repression and terror were a form of existence and a protective reaction of the totalitarian Soviet regime.

Dosing the pressure and frank terror, the repressive apparatus, which was an integral part of the totalitarian system, had three main tasks:

- Eliminate organized opposition and cases of dissent in the Bolshevik Party;
- Provide the state through the GULAG system as a gift labor force;
- Maintain the course of social processes under strict control.

The following main areas of mass repression in Ukraine can be distinguished:

repressions against the peasantry - dekulakization, artificial famine of 1932-1933, which, according to various estimates, perished: R.Konkvest calls 5 million; N.Vert - from 4 to 5 million; S. Kulchytsky -3.5 mln.

Fighting "old specialists". In 1928, the Shakhty Trial was fabricated over engineering and technical workers of the Donbas. Repressions were explained by the need to fight "enemies of the people", which impede socialist construction.

Fighting "underground nationalist organizations." In 1929-1930, the Ukrainian Liberation Union (IUU) was fabricated. The intellectual elite of the Ukrainian people was repressed. Among the convicts were 2 academics, 11 professors, 2 writers, teachers, scientists, priests, students.

Fight against religion and church. In January 1930, the UAOC was forcibly disbanded, and Metropolitan M. Boretsky was repressed by almost all bishops and part of the priests.

The prolongation of the arrests over the intelligentsia was the "disclosure" of another "hostile organization" - the "Ukrainian National Center" and its structural unit "Urainian Military Organization". Many prominent representatives of the pre-revolutionary Ukrainian intelligentsia, including prominent historians M. I. Yavorsky and M. Hrushevsky, were accused of anti-Soviet activity. Already young Hrushevsky was arrested and held in prison for 9 months, then sent to Russia, where he died in 1934 under mysterious circumstances. All 50 "UC members" were sentenced to different terms of imprisonment. Later, in 1937, 33 of them were convicted again: 21 were shot, others extended the time.

In the 1930s, the Stalinist regime was transformed into a widespread and systematic terror against its own people. The destruction of the army command post on the eve of the war was one of the most terrible crimes of the Stalinist regime.

For Ukraine 1929-1941 years have become a time of heavy trials, terrible crimes of a totalitarian system against the Ukrainian people. Forced industrialization and the continuous collectivization of agriculture meant the abandonment of the new economic policy and the beginning of the voluntarist course of Stalin and his associates to implement a "big leap" in the development of the country.

The industrialization of the country had a significant impact on the economic and social structure of Ukrainian society. On the one hand, the first five-year plan for the development of the national economy for industrial construction was favorable for Ukraine, which received about 20% of total investment. As a result, in 1940 the industrial potential of the republic increased several times compared with 1913. At the same time, the "leap" of industrialization caused Ukraine, as well as the PCP Union in general, a lot of damage. The main disaster was that the financing of industrialization was carried out at the expense of "scissors" of prices, holding up to the end of the five-year low prices, on which the state bought bread from peasants, that is, at the expense of seizure of peasant funds.

The deceleration of industrialization, the attempts to provide ultra-high growth rates of industry have led to an extremely difficult situation in the economy.

Even more significant and disadvantageous was the interference of the party bodies in socio-economic relations with a view to "socialist" restructuring of agriculture. Thus, the continuous collectivization of agriculture, which was carried out by violent methods, the repression against the wealthy peasantry in the process

of eliminating the kulaks as a class, led to a deep degradation of the productive forces of the village and eventually the 1932-1933 famine, resulting in the deaths of villages and small towns 5 million people.

Repressions that were subjected to different segments of the population, primarily directed against the former privileged layers - the nobility, officers, clergy. The offensive has started and private-ownership elements that have gained some development in the new economic policy.

As a result, the cooperative peasantry now constitutes the overwhelming majority of the rural population. Farmers and unauthorized handicraftsmen and artisans accounted for only 5.5%. Arose and a new stratum of the working class in the countryside as workers of MTS, machine operators and workers of state farms.

The rapid development of industry was accompanied by an increase in the ranks of the working class. At the end of the 1930's, the number of workers reached 6.2 million.

The Ukrainian intelligentsia suffered heavy losses. The old engineering building of the Ukrainian industry has suffered, especially after the mine business. The relentless persecution of specialists with pre-revolutionary diplomas, their naming as "bourgeois specialists", "loud" lawsuits over Ukrainian engineers and technicians led to the almost total destruction of this small number of technical intelligentsia. The place of the experienced staff was taken by the "nominees" from the number of workers or specialists, hurriedly prepared at the courses of "red directors".

The creative intelligentsia did not escape this participation either. In 1932, Stalin demanded a "cessation of Ukrainization" and made a real pogrom among the creative intelligentsia of the republic. Many Ukrainian scholars and artists have been oppressed. Most of them in 1930-1934 pp. and 1937-1938 pp. died in camps or in exile.

The fundamental changes occurred in the 30th pp. and in the development of the political system. Having defeated the apparatus of power, Stalin and his supporters created a state organization that, under the guise of a dictatorship of the proletariat, dictatorship of hardware, a system of leadership. The Communist Party, the entire USSR governing mechanism were led by Stalin and his immediate circle, locally by local party leaders. Under the statute of the All-Union Communist Party (b) in 1939, the party committees of institutions, enterprises, MTS, and collective farms obtained the right to control the activities of the administration. There was a merger of the party apparatus with the state, military, economic, with the top of public, scientific, creative organizations. Having granted the right to allocate and redistribute personnel, the party bodies created conditions for the formation of a new personnel nomenclature, which in combination with the security service, the army and the media constituted a resistance to a totalitarian, repressive system.

After the war, the country needed an urgent reconstruction of the industry in the context of preparing for a new confrontation with the West.

The military defeats of the USSR at the beginning of the war and the suffering of the population significantly influenced the consciousness of the

citizens of the USSR. During the war, millions of people - military and exiled to forced labor in Germany - went abroad and saw another life. The postwar period was characterized by attempts by the regime of repression to restore the consciousness of the population to the previous state. The repressions were restored, but they were less massive than before the war. The leadership of the USSR believed that the methods of physical destruction in general had achieved the goals of conquering and denationalizing the Ukrainian population. At the same time, in the newly-annexed Western Ukraine, the number of those killed and repressed (along with the deportees) in 1944-1945 and in the post-war years exceeded one and a half million people.

In 1946, throughout the entire Ukraine, in addition to the western regions, a new Holodomor of 1946-1947 began. It was held in the scenario of the Holodomor of 1932-1933, with the centralized seizure of grain in collective farms. The Soviet authorities reduced the number of people in Ukraine who received baking cards, suppressed household farms, and exported food from Ukraine to 4 million people.

Meanwhile, repressions against Ukrainian culture continued. In 1946, the Central Committee of the CPSU (b) issued a resolution on "Ukrainian bourgeois nationalism", which resulted in the exodus of several thousand representatives of the Ukrainian intelligentsia to concentration camps. This time later was called "zhdanovshchina" by the name of the immediate organizer of persecution.

The post-war Soviet Union, in order to accelerate the country's reconstruction, needed a large number of specialists to replace personnel shot during the war. Thanks to this, after the war, higher education became massive among the population. It was of positive significance for the development of Ukraine. At one time, the leadership of the USSR for the purpose of Russification quickly translated Russian higher education in Ukraine.

After Stalin's death in the history of Ukraine can be divided into two periods, as they had a significantly different historical content. The first is the time of "thaw" when an attempt was made to partially reform the totalitarian system, turn it into a more viable organism. The second period was the time of a political and ideological reaction, a progressive decline and the decomposition of the totalitarian system.

Of course, the death of Stalin did not destroy the totalitarian system, there were factors that slowed down this process: first of all, it was an atmosphere of united thought, which was formed for decades during the "purges"; the absence of an organized opposition in the country. Already from the first days, the "collective leadership" (G. Malenkov, L. Beria, M. Khrushchev, etc.) began actions against the abuses of Stalin's times.

The flood or Khrushchev thaw is a period in the history of the Soviet Union, which broadly began with the death of Stalin and ended with the arrival of a party group headed by L. Brezhnev (1953-1964).

Bright features of this time:

- selective liberalization in the life of society;
- weakening of the repressive apparatus;

- partial rehabilitation of the repressed in the previous period;
- condemnation of the cult of Stalin's face (de-Stalinization);
- the transition from totalitarianism to authoritarianism;
- attempts to reform the economy of the USSR under conditions of the command system.

The consequences of the Khrushchev thaw:

The weakening of totalitarianism - the formation of an authoritarian regime (key result).

"Interrupted" de-Stalinization (slowed down in the first half of the 1960s, interrupted with the arrival of L. Brezhnev in power).

Moderate decentralization (expanded rights of the republics).

Partial liberalization ("under-freedom" - freedom of thought, limited criticism of Stalinism and power, minimal freedom of movement) and a new reaction (anti-religious policy, the 1960s).

The half-nature of most reforms (see changes in farm management in the Ukrainian SSR).

The post-Khrushchev period (1964-1984) in the life of the peoples of the USSR, including Ukraine, entered history as a period of "stagnation" ("developed socialism" - in terms of party phraseology), manifested in the economy, socio-political and cultural life countries. He was characterized by excessive ideologization of public consciousness, an increase in totalitarian tendencies in administrative and public administration, and the struggle with dissent. Khrushchev reforms were stopped, which, despite inconsistency, still led to the liberalization and humanization of society. A total offensive against the sixties began, the rehabilitation process repressed by the Stalinist regime practically ceased, a wave of arrests and trials took place, and the Russification of Ukraine intensified. Stalinisation gave way to neo-Stalinism.

By the mid-eighties of the twentieth century, the collapse of the Bolshevik system became apparent. All spheres of life of Soviet society covered the general crisis. The economy of the USSR did not meet the needs of the country, the standard of living of the population was steadily declining, the socialist form of management completely discredited itself.

References:

1. Confirmation of the totalitarian-repressive regime in Ukraine in 1920-1930. <http://istoryk.in.ua/utverdzhennya-totalitarnogo-rezhimu-v-ukrayini-u1920-1930-h-rr/>

2. State and Law of Ukraine in the Period of Totalitarian Repression (1929-1941 pp.) https://idruchniki.com/1393051855003/pravo/derzhava_pravo_ukrayini_period_totalitarno-represivnogo_rezhimu_1929-1941

3. Totalitarianism in Ukraine. Release for a monograph: Sobol P. I. Soviet totalitarianism in Ukraine: the years of collectivization and famine (1929-1933) (Sumy, 2010) *. <http://dspace.nbuv.gov.ua/bitstream/handle/123456789/76608/31-Kotlyar.pdf?sequence=1>

4. Lysenko O. E. Ukrainian Dimension of the Second World War through the Prism of Historical Memory. <http://irbis-nbuv.gov.ua/cgi->

THE DECORATIVE-APPLIED ART OF KHARKIVSHYNA: TRENDS OF DEVELOPMENT AND CONSERVATION

Natalia Pedan, student

Olga Ryabchenko, Doctor of Science (History), Professor,
H. S. Skovoroda Kharkiv National Pedagogical University.

Kostyantyn Mishchenko, senior teacher

O. M. Beketov National University of Urban Economy in Kharkiv

The artistic tastes of today's society are ambiguous, but the overall assessment of this phenomenon clearly makes us understand that one of the dominant places are taken by contemporary painting, graphics and photography. If, however, to turn to the history of art, before it became established in society, it underwent significant changes, and there was a long way: from unprofessional folk art (traditional for every ethnic group) to contemporary art with a diverse variety of its forms .

- It is on the basis of traditional culture that contemporary art was formed, therefore, taking into account this fact, it should be noted that the same important and decisive factor for every person is the preservation of traditional forms of art, such as arts and crafts, that is, art that combines in itself as folk aesthetic as well as folk practical qualities. In particular, it includes such branches of artistic activity as carvings, embroidery, stamping, molding, spinning, weaving, molding and many other types that have long been owned by Ukrainians and widely used them in everyday life. Thus, arts and crafts are a unique cultural code of a nation, which identifies it on an international level, therefore, the issue of its popularization in society is unquestionable.

- Nowadays, there are many examples of preserving arts and crafts on a permanent basis in the museum space or, in fact, in the workshop of the folk artist who works in one or another artistic technique, in addition, the state of conservation of arts and crafts in the leading European countries much higher than in Ukraine. In Kharkiv, for example, there are Kharkiv Art Museum, the Kharkiv Historical Museum, the Regional Organizational and Methodological Center for Culture and Arts, the Parkhomov Art Museum and many other local lore museums, as well as numerous workshops of folk artists, with about 1400 people in the region. However, if you look deeper, you can see that both of the above-mentioned directions are doomed to constancy because of lack of material and technical base and leading specialists. In this case, the question immediately arises - "How to ensure the further development of folk arts and crafts, which is not able to compete

with the progressive art of the present?" The answer to the question is quite simple – we must follow the same path as the contemporary art, that is, popularize with the help of various practices that allow us to attract our own supporters in society.

- If we proceed from the possibilities of our country, our region, then various communication measures (master classes, festivals, handmade fairs, etc.) come to the aid, aimed at popularizing and developing arts and crafts in the modern space. There are such competitions "Slobozhansky souvenir", "The Great Slobozhansky fair", the festival of traditional folk culture for children and youth "Krokovoe circle", the handmade ARTiSHOP fair, as well as various master classes held on the basis of urban art spaces and art therapy, that is, methods that allow self-medication to be undertaken with the help of art (in this case, through the use of various techniques of decorative arts and crafts). All these directions in full ensure the further functioning of the arts and crafts of the region, help to revive their ancient traditions and, responding to the demand of modern society, not lose their authenticity at the same time.

CONTEMPORARY ART IN THE EXPOSITION SPACES OF KHARKIV: CHALLENGES OF THE XXI CENTURY

Tamila Pedan, student

Olga Ryabchenko, Doctor of Science (History), Professor,
H. S. Skovoroda Kharkiv National Pedagogical University.

Kostyantyn Mishchenko, senior teacher

O. M. Beketov National University of Urban Economy in Kharkiv

During the rapid development of information society, art faces the problem of its misunderstanding by exhibitors and exhibition visitors. The question: "What did the artist really want to say?" - remains relevant for most of them. The problem should be sought first and foremost in the rooted judgment of contemporary art through the prism of the classical, which at one time told about wars, glorified science and pushed fashion, promoted the nobles and covered revolutionary events.

Currently, the structure of the Institute of Modern Art of the National Academy of Arts of Ukraine (IPSM NAMS Ukraine), which is considered to be the only research institution in Ukraine, which performs fundamental scientific researches of all types of contemporary art, both practical and research studios aimed at development, operates in Ukraine. professional contemporary art and architecture, introduces new artistic technologies and practices. Therefore, before moving into the stage of contemporary art, it must be appreciated by the Institute of Contemporary Art.

One of the contemporary trends that emerged in Italy in 2007 is "Painting and Poetry," which emphasizes that literary texts are a source of inspiration for the creation of works of fine art and vice versa. The results of such cooperation should

be manifested in the new and most complete form of art that was presented in Kharkiv. For example, in the Kharkiv Art Museum during the 2016-2017. An exhibition "Maly Poetry of Sergei Zhadan" was exhibited. Specially for the festival of children's and youthful creativity, "Kharkiv is a city of good hopes," Sergei Zhadan handed over to the Art Museum his unpublished children's poems, which had to illustrate the young talents, and then, according to the results of the selection of the jury, the best works were included in the collection of Zhadan with these very poetry.

The Kharkiv Regional Library hosted an exhibition of book illustrations and art-beads from the students of the Kharkiv State Academy of Design and Arts, where the glorious project of illustrator Slava Schultz for her book "Tassenka and Cactus", which entered the collection of the most beautiful editions of the year according to experts of the Frankfurt Book fairs. The book consists of reversals of individual illustrations, some of which are painted, and a part must be painted by itself. This modern art form is the most accessible and most popular area of art therapy that allows a person to stay on his own and engage in creativity, which is usually difficult to find time.

A rather interesting phenomenon in Kharkiv is street art, for which the streets appear to be the expository plane, and, perhaps, the most prominent representative is Hamlet Zinkovsky with his extraordinary works of meaning. His work was previously perceived by communal services as being spoiled by the city and therefore actively painted. Today they are considered the business card of the city. Only the antifanates of the artist continue to make attempts to paint his drawings. Smuggling works by Hamlet Zinkovsky testifies to the lack of understanding of his ideas by individual inhabitants and the lack of understanding of contemporary art in general. His art really demands from untrained viewers more concentration and understanding. Contemporary art is this - it may be frank, maybe delicate, intertwined, but it always looks for a dialogue - either with a critic, or with a connoisseur.

Miner artist or Shakhtar River - all listed about the artist Roman Minin, who develops the mining theme of the region where he was born, mythologizes the lives of the inhabitants of Donbass and the life of miners, taking this topic for the metaphor of a closed social system. In Belgium this year, he staged an exhibition of works performed in the genre of transmonumentalism, which attracted the attention of large-scale panels, installations and works created by the technology of complemented and virtual reality. In Kharkiv, the version of the exhibition of his works had a more mundane character: in 2015, at the Yermilov Center, his exhibition "Transformatka" was presented, where he deformed the images, and through these deformations and transformations invited to dialogue about the content of phenomena and the social processes of the contemplators of his works. This exhibition highlighted the need for a radical transformation of consciousness and cultural and social values around which the human world revolves around. The greatest interest in the work is caused by its stained-glass windows, which many associate with the style of the 70's, with the Soviet style, whose aftertaste is still

hovering in the air. However, the author wants his miner's theme to be represented as rebranding, rethinking, and archetypes of miners he wants to clear from communist propaganda, to create his fairy-tale, which will be written in a monumental-decorative language.

In our time in Kharkov, new forms of art are developing more actively, raising the actual global issues. One of these is "Eco Art" or environmental art, the meaning of which is the reproduction of special artistic works, art objects, installations, paintings, interior items, clothes and accessories that have a special content and appearance, with the help of recycled materials. Urge people to thrive on the use of natural resources and utilization, and form and develop such a direction as "rescaling" and "apex". In both cases, it is the process of creating new products from already consumed resources. On November 27, an exhibition of eco-art "Re-creation" was presented at the Regional Organizational-Methodical Center of Culture and Art. This exhibition is the first of its kind in Kharkiv, and therefore its presentation has caused a revival among the people. All presented exhibits are made from the resource used - from recyclable materials, which should attract people's attention to the issue of extending the life of used things - creatively transforming them into functionally needed and stylish things, or those that draw attention to the problem of the inefficient use of natural resources. The popular technique of eco-art that develops the direction of recycling is assembly - it is the production of paintings from waste and various unnecessary remnants and objects that stick to the surface of a canvas or a panel, as collages of magazine scraps, and then they can be covered with aerosol or acrylic paint. Such an extraordinary form of expression of the artist may be unacknowledged by visitors seriously, but if you look for meaning in it, then you can find a thousand arguments and ideas that it seeks to convey to an unprepared observer.

Kharkiv today is also considered as the youth capital of Ukraine, the city of students, and therefore it should be as flexible as possible for all the requests of this young, young artists and people with a "young" and "fresh" look at the various types of art present in the city. There are no global exhibitions in Kharkiv, accompanied by numerous drugs and afterparties, but there is a public that shapes its taste and style, looks for itself and its vocation. Exactly artistic exhibitions and exhibitions, which form dialogue between different categories of visitors, become a source of inspiration for others, creative, or ossified passive, people. It is a great gift of art to serve as an ideological inspiration and to express the language of art in socially important topics. Kharkiv is on the way to attract young artists and in the fall of 2019 is preparing to host the Second Biennale of Modern Contemporary Art. The founder of this project is the Ministry of Culture in Ukraine, and the main organizers in Kharkiv are the Kharkiv Municipal Gallery. The first partners of the project were the Kharkiv Regional State Administration, the Kharkiv City Council, the Yermilov Center for Contemporary Art, the Kharkiv School of Architecture and the PR-Agency Bagels & Letters. Therefore, we hope that Kharkiv will establish itself as a platform for the harmonious co-existence of young artists with visitors and fans of their creativity.

CONCLUSION OF A CONTRACT UNDER CIVIL LEGISLATION

Solomia Pelykh, student

Alla Herz, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

The object of this thesis is to analyze the procedure for concluding civil law contract in Ukraine as it has a huge meaning in our everyday life, so there shouldn't be any gaps, collisions in legislation, but even if there're some problems, a legislator must solve it in a proper way.

The Civil Code of Ukraine provides definition of contract, but, in my opinion, it is unsuccessful, because not every agreement acquires the features of a contract. So, I recommend making changes in the current legislation of Ukraine and enter this definition: "civil law contract is a legal act of two or more persons, which is based on their particular actions, expressed in free will, fixed in the form prescribed by law and aimed at achieving a single legal result, which consists in installation, change and termination of civil rights and obligations" [5].

As we know, a procedure for concluding contract includes two stages. The first stage is called an offer and the second is an acceptance. According to this, a party, which makes the offer to conclude the contract, is named offeror and other party, which accept this offer, is named acceptor. The contract is concluded when the offeror receives an acceptance from the acceptor, unless otherwise provided by civil law acts.

The offer is a proposal to conclude the contract, which is addressed to a clearly defined person. It must include all essential terms of the future contract and express consent offeror to be associated with such terms. Offer generates obligation for an offeror, which consists in conclusion the contract with the person that accept appropriate proposal from the moment it was received.

The second stage of a contract conclusion is the acceptance, as S. O. Borodovsky notes that is the expression of consent that person, to whom the offer is directed, about acceptance proposed terms and conclusion the contract between that parties on these terms. However, we should remember that offer and acceptance aren't unilateral agreements as many scientists consider. There are only constituent parts of a bilateral agreement – contract. The expression of will of one party (offeror) is aimed at receiving the expression of will another party (acceptor) in response, as a result of which arises common willed act (contract), which leads to the achievement of counter results, desired for them.

Furthermore, when you are concluding the contact there are certain peculiarities, which are established by the current civil law, namely when: receive the acceptance with a delay or answer to the proposal to conclude the contract on other terms, solving pre-contractual disputes and so on. For example, if the response on acceptance of the offer to conclude an agreement was sent in time but received with delay, a person that made the offer to conclude an agreement shall be

released from his or her respective obligations, provided he or she immediately notifies a person, whom the offer was addressed, about the delay in receiving the offer. Response received with delay shall be a new offer. However, upon consent of a person that made the offer the agreement may be deemed concluded regardless of the fact that the response to the offer to conclude the contract was received with delay.

A commercial contract is a type of civil law contracts by its nature and general provisions on contracts prescribed by current Civil Code of Ukraine apply to it. Today is necessary to enter the definition of commercial contract at the legislative level. I recommend definition like this: commercial contract is a legal act of two or more persons (at least one of them is the subject of entrepreneurship), which is based on their concerted actions, expressed in free will, fixed in the form prescribed by law and aimed at achieving a single legal result, which consists in installation, change and termination of commercial rights and obligations. This problem should be solved, because a clear legal definition of this concept in the legislation will promote to overcome legal gaps and collisions in civil legislation, allow us to avoid further difficulties, which arrives when we interpret some rules in the Ukrainian legislation. It also helps us to improve legal regulation of commercial relations at the present stage of development of market relations in society.

Moreover, the contract is concluded when its parties follow these conditions:

- 1) parties of the civil law contract reached consent about all essential terms of the contract;
- 2) parties reached that consent in the form prescribed by law (proper form);
- 3) parties of the commercial law contract must reach that consent in the procedure prescribed by law.

One of the ways to reconcile the content of the contract is the special procedure for the conclusion of the contract (auction, competition, exchange method). Procedure for concluding contract in these situations is more complicated than the two-stage general procedure (offer and acceptance). It is a legal structure, which consists in holding tenders (tender, auction) and concluding the contract according to their results.

To draw the conclusion, one can say that the contract plays very important role as a regulator of social relations and it has inalienable meaning in the vital functions of society and state. So, there is an urgent need in adapting the Ukrainian legislation to the European Union law, reforming legislative regulation of civil relations, preparing relevant conceptual approaches to its updating and codification of civil law in general.

References:

1. Господарський кодекс України від 16 січня 2001 р. № 436-IV // [Електронний ресурс]. – Режим доступу: <http://zakon5.rada.gov.ua/laws/card/43615>
2. Цивільний кодекс України від 16 січня 2003 р. № 435-IV // [Електронний ресурс]. – Режим доступу: <http://zakon3.rada.gov.ua/laws/show/435-15>

3. Постанова Кабінету Міністрів України «Про затвердження Положення про порядок проведення аукціонів (публічних торгів) з реалізації заставленого майна» від 22 грудня 1997 р. № 1448 // [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/1448-97-%D0%BF>

4. Бірюков І. А. Цивільне право України: загальна частина: підручник / І. А. Бірюков, Ю. О. Заїка. – Київ : Алерта, 2014. – 510 с.

5. Бородовський С. О. Укладення, зміна та розірвання договору у цивільному праві України: автореф. дис. на здобуття наук. ступеня канд. юрид. наук: спец. 12.00.03 «цивільне право і цивільний процес; сімейне право; міжнародне приватне право» / С. О. Бородовський. – Харків, 2005. – 19 с.

6. Договір як універсальна правова конструкція: монографія / [А. П. Гетьман, В. І. Борисова, О. П. Євсєєв та ін.] ; за ред. А. П. Гетьмана, В. І. Борисової. – Харків : Право, 2012. – 432 с.

7. Договірне право України. Загальна частина: навч. посіб. / [Т. В. Боднар, О. В. Дзера, Н. С. Кузнецова та ін.] ; за ред. О. В. Дзери. – Київ : Юрінком Інтер, 2008. – 896 с.

8. Українсько-англійський словник правничої термінології / [уклад. Л. В. Мисик]. – Київ, 1999. – 523 с.

9. Цивільне право України: навчальний посібник / [С. М. Коссаєв, І. Я. Верес, Михайлів М. О.] ; за ред. Г. Б. Яновицької, В. О. Кучера. – Львів: Львівський державний університет внутрішніх справ, 2011. – 468 с.

10. Цивільне право: підручник : у 2 т. / [В. І. Борисова, Л. М. Баранова, Т. І. Бєгова та ін.] ; за ред. В. І. Борисової, І. В. Спасибо-Фатєєвої, В. Л. Яроцького. – Харків : Право, 2011. – 816 с.

SOLON'S REFORMS

Inna Popovych, student

Lilia Kuznetsova, Associate professor, language consultant

Lviv Ivan Franko National University

In the history of Athenian statehood, the period VI - V centuries. B.C. marked by the large-scale reforms that led to the establishment of a democratic political regime in Attica. The reform activities of Solon, Kleisthenes and Pericles ensured the development of Athens, turning the policy into an advanced center of Ancient Greece. It should be noted that the process of reforms was accompanied by a permanent struggle between the tribal aristocracy and the demos, which ended with the victory of the demos. As a result of this struggle in Athens a slave-owning state arose in the form of a democratic republic. In the process of struggle of the people with the nobility it turned out that their forces were approximately equal. It was decided to choose the intermediary of the *aisimnetes*, and entrust him with the management of the policy and the publication of new laws. To this end, as well as to conquer the island of Salamis in 594, Archon was chosen Solon.

The reform of Solon can be divided into economic and political. The main economic reform of the Solon was called *seisachtheia* (the burden of assembly), that is, the cleaning of debt stones from the plots of the poor peasants. Taking a loan on a

pledge, the poor often fell into bondage slavery. Solon abolished the peasants' debts, returned their plotters, and abolished debt slavery. Starting even in search of sold out of the state. The practical significance of the reform was to increase the number of average landowners who became the social base of Athens. Changes in the monetary system were made. Solon issued a law on the freedom of wills, which affirmed private ownership of land and allowed generic possessions. Solon banned the export of bread from Attica and encouraged the export of olive oil. Encouraging the cultivation of olives, grapes, and took measures to regulate water supply in the territory of Attica. Economic reforms have contributed to transforming Attica from the country of farming into a country where high-intensity garden gardens with a significant share of marketable products were dominated. In order to encourage and develop artisan production, Solon introduced a law according to which a son could refuse to help an elderly father if he had not taught his craft. The unification of units of measure and weight was carried out. Liquidated local and tribal measures. In order to facilitate foreign trade, the old Eugene system was replaced by the widespread euphemistic monetary system. This also led to a reduction in property qualification, since the Euboean talent was lighter than the Eugene. The circle of Athenian citizenship has expanded at the expense of low-income people. In order to increase the political weight of the artisans, Solon replenished them with metek (foreigners) who received civil rights. Logical completion of the transformations of Solon became his socio-political reforms, the most important - timocracy (thime - property qualification). The dominant position of eupadrits was provided by genecetry - the occupation of positions thanks to the privilege of birth. Solon set the privilege of property and public service - Timocracy. The highest source of power, the sovereign right, the reforms of Solon was recognized by the people, and the political body of the people's assembly (ecclesia) in which all adult citizens participated. A new Democratic Council was created - the Booleon, which consisted of 400 representatives elected from tribal filos, with each of 4 in each of 100 representatives. She was an advisory body that was preparing a decision at a people's meeting. A new judicial body was established - the jury trial - helium. The judges were elected by fillets of all 4 bits. Their functions were limited to the consideration of civil and criminal cases, the care of officials. To manage the finances of the policy, the treasurers' posts were introduced. Solon died in 559. But the laws did not stop the political struggle. Their significance is that they opened the way for the formation of the state of Athens, as a policy and laid the foundations of democracy. Though the struggle of the demos and the nobles continued after the reforms, but acquired a new quality.

LIQUIDATION OF SAFETY IN THE 20TH CENTURY OF THE 1920s

Anastasiia Semenenko, student

Olga Ryabchenko, Doctor of Science (History), Professor,

H. S. Skovoroda Kharkiv National Pedagogical University

Kostyantyn Mishchenko, Senior Teacher

O. M. Beketov National University of Urban Economy in Kharkiv

The system of new social education begins to form in Ukraine at the end of the nineteenth and early twentieth centuries. A number of social events of the early twentieth century. - I World War and Ukrainian Revolution, hunger, difficult financial situation of the population, crisis of morality, unemployment caused the growth of child homelessness. This phenomenon has become one of the most acute problems of the time that needed an effective solution. Therefore, in the early years of Soviet rule, the childcare system was launched, which included: the adoption of appropriate laws, the organization of state and public institutions for the elimination of child homelessness, in particular the network of children's homes for homeless children and various types of social assistance to children.

The formation and development of social education has become the subject of research since the late 20's of the twentieth century. (G. F. Grin'ko, V. P. Zatsky, M. O. Skrypnyk, and others). The publications of this period explained the principles of social policy of the state, considered the practical experience of social education of younger generations. The history of this branch was researched by such national scientists as N. Tryputin, N. Gogohiya, Y. Minkin.

The purpose of this intelligence is to analyze the peculiarities of the formation of a network of institutions for new social education during the 1920's.

Initially, the network of children's institutions in the system of social education in the Ukrainian SSR consisted of institutions that functioned until October 1917, transformed in the course of the revolution and those that existed before transformation, as well as newly created institutions. No children's institution could not be opened or closed without the permission of the relevant bodies of the People's Commissariat, in accordance with the Regulation "On Children's Institutions of Social Education".

The first central body that united the efforts of all commissariats and departments was created in 1919 by the Council for the Protection of Children. On her initiative, "Children's Protection Week", "The Days of Hungry Children" were held, which became the most widespread form of assistance to children. Such forms of assistance were complementary to the main one - the removal of homeless children from the street and their placement into orphanages, whose network in the first post-revolutionary years was constantly increasing. If in 1920 there were 300 orphanages in Ukraine, in which 20 thousand children were raised, then by the beginning of 1922 there were 1750, in which 104,7 thousand children of all ages were raised. In the winter of 1932-1933, child homelessness and mortality reached such proportions that it was no longer possible to disregard this. In accordance with

the decree of the CP (b) U "On the struggle against child homelessness (May 1933)", under the SNK of the UkrSSR, an all-Ukrainian, and regional executive committees - local emergency commissions for the struggle against homelessness and begging, the establishment of rural child care facilities organized food items at schools, labor units from adolescents and the like were created.

With the establishment of Soviet power in the Ukrainian SSR, a number of measures aimed at overcoming homelessness among minors began in Ukraine, a network of institutions aimed at raising children was established. In practice, the orphanage, which was seen as an ideal of socialist education, turned into an institution that was called to the most complete and urgent solution to the 1920's problem of child homelessness.

UDC 930.94

HENRICH ALTUNYAN: POLITICAL PATH FROM A DISSIDENT TO A PEOPLE'S DEPUTY

Vitaliy Shevchenko, PhD degree student

Igor Rassoha, Professor, Doctor of science (Philosophy), Research Advisor

Olena Iliencko, Associate Professor, PhD (Filology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

In the study of the democratic movement of the eve of the independence of Ukraine, the activities of former dissidents occupy an important part. The elections of the People's Deputies of the USSR (1989) and the Ukrainian SSR (1990) were democratic, and the former dissidents were able to take part in them as opposition to the Communists.

Although Kharkiv had many members of the dissident movement, a special place among them is taken by Henrich Ahannisovich Altunyan. He is the only Kharkiv dissident to become a professional politician, being elected to the Verkhovna Rada of Ukraine.

Among the historiography of H. Altunyan is the book B. Zakharov "Essay on the history of the dissident movement in Ukraine (1956 - 1987)". Among the sources concerning H. Altunyan it is worth to mention his autobiographical book "Price for freedom". The ideological views of H. Altunyan are presented in his article "Reforms are needed but not talks about them." H. Altunyan expressed his point of view on the rehabilitation of political prisoners in the article "Rehabilitation is needed in order will never happen again repressions". H. Altunyan describes the formation of his political outlook in the article "I was 'especially dangerous state offender'". Another important sources are his speeches in the Verkhovna Rada of Ukraine.

H. Altunyan was born on November 24, 1933 in Tbilisi. According to the nationality, he was an Armenian but he was also a Ukrainian in soul. In 1944 the Altunyan family moved to Kharkiv.

Being a Soviet patriot H. Altunyan served in the Soviet Army. He studied at Kharkiv Higher Aviation and Engineering School (1951 - 1956). Later H. Altunyan worked as a military engineer in Uzin, Kyiv region. In 1961 he became a teacher of Kharkiv High Command Aviation College.

At first H. Altunyan was a member of the CPSU and supported the government's policy. The opposition activity of H. Altunyan began in 1964 after L. Brezhnev came to power. He voiced disagreement with the policy of the Central Committee of the CPSU at the party meetings. Later H. Altunyan got acquainted with the dissidents P. Grigorenko and P. Yakir. In 1968 H. Altunyan was expelled from the CPSU and from the ranks of the Soviet Army. The reason for this was the dialogue with the dissidents and spread of works by A. Sakharov. After that, H. Altunyan abandoned communist views and became a more radical dissident.

In 1969, H. Altunyan took part in the formation of the Initiative Group for the Protection of Human Rights in the USSR. The group operated using non-violent methods, its purpose was to force the Soviet regime to respect the human rights. A specific characteristic of the Initiative Group was its general-democratic orientation, its members did not advocate granting of independence to the republics of the USSR. There was no a common political platform among the group members.

The first step of the initiative group was creation of petitions and collection of signatures under them. In 1969 P. Yakir wrote a petition on the permission to return Crimean Tatars to the Crimea and to protect P. Grigorenko. One of the signatories was H. Altunyan. Among the Kharkovians, the petition was also signed by V. Ponomarev, V. Nedobora, S. Karasik, A. Levin, T. Levina, S. Podolsky, D. Lifshits, O. Kalinovsky, L. Kornilov. This petition was sent to the Supreme Soviet of the USSR.

On May 28, 1969, the Initiative Group sent a letter to the UN Human Rights Committee. The letter contained information on the violation of human rights in the USSR. In July 1969, H. Altunyan was arrested. On November 26, the court was held and H. Altunyan was sentenced to three years of imprisonment.

In 1972 H. Altunyan returned to Kharkiv and continued his dissident activities. During this period, he was maintaining friendly relations with B. Chichibabin, M. Rakhlin, I. Kravtsiv, A. Zdorov. The main dissident activity of H. Altunyan at that time was spreading of samizdat.

On May 30, 1980, a search in the house of H. Altunyan was conducted and several books of samizdat were found. On December 16, H. Altunyan was arrested. On March 31, 1981, the court sentenced him to 7 years of imprisonment, followed by 5 years of exile. In prison, H. Altunyan displayed disobedience to the administration of the colony.

March 9, 1987 H. Altunyan was released. In 1990, he was rehabilitated.

After returning from the second detention, H. Altunyan lived in Kharkiv and continued his opposition activities. In 1989, he joined the People's Movement of Ukraine for Restructuring. In 1990 he was elected a people's deputy of the Ukrainian SSR from the Kyiv region of Kharkiv. As a deputy of the Verkhovna Rada of the USSR, H. Altunyan elaborates a draft Law of the USSR "On Rehabilitation of Political Prisoners and Repressed people". He voted for this law in May 1991 and the law passed. On August 24, 1991, H. Altunyan voted for the Declaration of Independence of Ukraine.

In 1994 H. Altunyan lost his election to the Verkhovna Rada and ended his active political activities. He was engaged in to civil activities of the Memorial Society, wrote a book of memoirs "Price for freedom" in 2000. June 30, 2005, H. Altunyan died.

H. Altunyan is a bright representative of dissident and democratic movement. On his example, one can observe a gradual departure of the Soviet opposition from the ideology of communism: in the 1960's Altunyan was a communist, and by the 1990's he became a liberal. Such a political evolution was logical, based on the incompliance of communist ideology with real Soviet life. At that time more and more Soviet citizens were disillusioned with the political power of the CPSU.

H. Altunyan managed to achieve his political goal by becoming a deputy of the Verkhovna Rada of Ukraine. He has made a significant contribution to the achievement of Ukraine's independence and establishment of a democratic political regime in Ukraine.

References:

1. Алтунян Г. Нужны реформы, а не разговоры о них / Г. Алтунян // Время. – 1991. – № 30 (15 октября). – С. 1–2.
2. Алтунян Г. О. Виступ на Сесії Верховної Ради УРСР / Г. О. Алтунян // Вечірній Харків. – 1990. – № 140 (18 червня). – С. 3.
3. Алтунян Г. О. Цена свободы / Г. О. Алтунян. – Харьков: Фолио, 2000. – 350 с.
4. Алтунян Г. О. Я був «особливо небезпечним державним злочинцем» / Г. О. Алтунян // Ленінська зміна. – 1990. – № 59 – 60 (19 травня). – С. 13–14.
5. Алтунян Г. Реабілітація потрібна, щоб ніколи більше не повторилися репресії / Г. Алтунян // Слобода. – 1991. – № 35 (17 травня). – С. 4.
6. Захаров Б. Є. Нарис історії дисидентського руху в Україні (1956 – 1987) / Б. Є. Захаров. – Харків: Фолио, 2003. – 150 с.

LAND LEASE AGREEMENT

Anastasiya Shevchuk, student

Iryna Veres, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

A specific type of land tenure and one of the most important legal forms of land use in modern conditions is its lease. Land lease is a fixed-term paid ownership and use of the land plot required by the tenant for business and other activities based on the contract. By its nature, the right to lease land is the right to own and use the land for specified purposes and under certain conditions. The relations related to the lease of land are regulated by the Land Code of Ukraine, the Civil Code of Ukraine, the laws of Ukraine, the Law of Ukraine of October 6, 1998 "On Land Lease", other normative legal acts adopted in accordance with them, as well as the land lease agreement.

Article 13 of the Law of Ukraine "On Land Lease" gives the definition of the land lease agreement. It is a contract by which the landowner is obliged to give the tenant a land plot for ownership and use for a certain period and the lessee is obliged to use the land plot in accordance with the terms of the contract and the requirements of the land legislation. A Land Lease is an agreement between the owner of vacant land or property (the "landowner" or "lessor") and an individual or entity who wants to develop or improve the property (the "tenant" or "lessee"). The lease is for the right to occupy real estate comprised of only dirt and soil, so the land could be used by the tenant for multiple uses ranging from agricultural to residential or commercial purposes.

The Land Lease agreement is consensual because the contract is deemed to be concluded after the parties have reached agreement on all significant conditions. It is payable because there is a counterclaim in such contracts. It is bilateral because in such agreement, both parties, that is, both the landowner and the tenant, are endowed with rights and obligations.

The parties to this agreement are the landowner and tenant. They can be both individual and entity. Under the Law of Ukraine "On Land Lease" Landowners of land plots are citizens and legal entities owned by land, or persons authorized by them.

Objects of lease are land plots owned by citizens, legal entities, communal or state property. A land plot may be leased with or without plantings, buildings, structures, reservoirs located on it. Significant conditions of the land lease contract are: -object of lease (location and size of land); -term of the lease agreement; -a rent with an indication of its size, indexation, forms of payment, terms, procedure for its introduction and review, and responsibility for its non-payment.

A person who wishes to receive a land plot for lease from the lands of state or communal property shall submit an application (petition) to the relevant executive body or local self-government body at the location of the land plot.

Land rent is a payment that the lessee makes to the landowner for using the land plot. The size, form and timing of the rent payment for the land are determined by agreement of the parties in the lease agreement. The calculation of the rent for land is made taking into account the inflation indices, unless otherwise provided by the lease agreement. A land lease agreement is made in writing and, at the request of one of the parties, may be certified by a notary public. The standard form of land lease agreement is approved by the Cabinet of Ministers of Ukraine.

From these facts, one may conclude that Land is the most important resource for agricultural production. Improvement of lease land relations requires the formation of a comprehensive system of their legal regulation, with strict adherence to it in the conditions of production and the adoption of a long-term government program of development of lease in the agricultural sector, which will allow the subjects of lease relations to fully realize all the powers laid down in the triad "possession -use - disposal "of land.

References:

1. Конституція України. – Київ, 1996.
2. Цивільний кодекс України від 16 січня 2003.
3. Земельний кодекс України від 25 жовтня 2001 р.
<https://zakon.rada.gov.ua/laws/show/2768-14>
4. Закон України «Про оренду землі» від 6 жовтня 1998 р.
<https://zakon.rada.gov.ua/laws/show/161-14>
5. Цивільне право України. – Харитонов Є.О. <https://westudents.com.ua/glavy/72853-4-dogovr-naumu-orendi-zemelno-dlyanki.html>
6. Вінник О. М. Господарське право : навч. посібник / О. М. Вінник. – Київ : Правова єдність, 2009. – 766 с.; http://www.big-lib.com/book/42_Gospodarske_pravo
7. Сучасний англо-український юридичний словник : понад 75 тисяч англійських термінів і стійких словосполучень / уклад. Л. В. Мисик, І. В. Савка ; за наук. ред. В. Т. Нор. – Київ : Ін Юре, 2018. – 1350 с.

NORMAN CONQUEST OF ENGLAND. REFORMS OF WILLIAM THE CONQUEROR AND HENRY II

Viktoriia Shpagina, student

Borys Tyshchyk, Professor, Doctor of Law, Research supervisor

Lily Kuznetsova, Associate Professor, PhD (Phylology)

Ivan Franko National University of Lviv

The actuality of the research. Norman raids on Europe in the late VII and early XI centuries were a powerful challenge to all that time European society. The Viking tribes were large. Their warriors were one of the smartest in Europe, and their maritime skill captured many shores. This course work is devoted to the study of the Norman conquest of England and its influence on the feudal development in England.

The aim of our work is to analyze the Norman conquest and its influence on the further development of England.

Based on the aim of work, we have the following tasks: consideration of the causes of the Norman conquest and the first steps of William on the English throne; tracking the process of feudal land use and establishing a hierarchical management system; consideration of measures relating to the strengthening of the royal power; detection of change in the social and public order of England after the Norman conquest.

The Norman conquest of England in 1066, the invasion of England by Norman feudal lords, headed by the Duke of Normandy William. The reason was the claims of Wilhelm to the English throne, based on kinship with the deceased in the beginning 1066 Anglo-Saxon King Edward the Confessor. In addition to the Norman Barons, the feudal lords and other areas of France also participated in the invasion. Having crossed the sailing ships of La-Mancha, the army of William on September 28 landed in the south of England. The decisive battle between the troops of William and the new King of Anglo-Saxon Harold took place on October 14 near Hastings. The result of the battle was decided by the Norman cavalry, which destroyed most of those who fought at the foot of the Anglo-Saxon. Harold lay in battle. On December 25, William was crowned the crown of the Anglo-Saxons.

William's policy of the assailant contributed to the centralization of the state, even in the context of deepening in it of feudalization. In 1086, in the country was held a census of the population, land, tools. His materials consisted of the «Domesday Book». In this census, an estimate was made of the size of land that in each county belonged personally to the king, as well as to other owners. They fixed their area, clear boundaries, the number of livestock, the number of free and dependent peasants. Also called the approximate cost of land and their profitability so that the king could know precisely the material resources, the ability of each feudal lord and therefore demand from them services and taxes. The «Domesday Book» was of great significance in the further enslavement of the peasants: a significant number of free or half-liberals were entered into the book as dependent, that is, in the category of villas.[2,p.246]

In the same 1086, all free citizens of England were forced to swear allegiance to the monarch ("to be faithful to the king against all people", and thus against their seniors). If in continental Europe the principle of "the vassal of my vassal - not my vassal" prevailed, then in England the crown established a direct connection with the vassals (arjervasals) of their vassals.[2,p.248]

William the Conqueror died in 1087. "Truly, he was a great sovereign: he was full of hope in order to start great enterprises, and full of courage to bring them to a successful end. For most of his actions, he is worthy of praise and deserves pardon for everything. It is a great honor for him that the kings who ruled England after him, without exception, considered him to be the ancestor of the order that was maintained in the country, and believed so not only because of his victories in England, but mainly out of respect for his virtues and valor. "[1.p. 528]

After the death of William, his son William II began to rule the country and continued the policy of his father. After him ruled Henry I. During his reign the strength of the city and their population grew, the state of the middle class was formed. Henry I (1100-1135) continued to strengthen the royal power: the royal council, which combines judicial, administrative and financial functions, began to play a bigger role.

Henry I died without leaving the heirs. His daughter, Matilda, the wife of the French Count Anzhaio Geoffroy Plantagenet, and nephew Stefan, began the struggle for the throne.

Anarchy stopped in 1153, Stefan became King, but it was agreed that after his death the throne will inherit the son of Matilda Henry Plantagenet. Already in 1154 he came to the throne under the name of Henry II (1154-1189), laying the beginning of a dynasty that rules until the end of the XIV century.

Henry II Plantagenet (1154 - 1189) pacified feudal anarchy and organized a proper court, taking advantage of the old judicial customs of the Anglo-Saxon era. He took away the judicial power from the feudal lords and handed it over to his officials, who made, however, only one investigation, and the cases were decided by a known number of local residents who took the oath that they would tell the truth. Such was the beginning of the trial, the jury, preserved in England so far and transferred from there in 1166 Henry II decided to get rid of dependence in the formation of the army from the militia of the barons. He canceled the annual forty-day service for flax. The military service of the knight was limited to a short period. Over the remaining days, or the entire required service life, it was possible to make a monetary contribution - "shield money". The new tax allowed to collect the necessary for the maintenance of hired troops. Paid "shield money" all free landowners.

The reforms of Henry II led to the strengthening of the power of the king and contributed to the centralization of the Kingdom of England.

Conclusion. William the Conqueror is a person who was able to conquer England in 1066. As a result of the conquest, a completed feudal system of land holdings and vassal ties was established. This system was largely transferred to England from Normandy. The feudal system in England was more perfect, since it was transposed in the finished form, than in France, where it developed in a natural way. [3,p.49]

The reign of Henry II has a great importance for the history of England. In the course of the struggle against the barons, the foundations of a strong central authority, central institutions, the court, the financial system, and the military system were reorganized. England was relatively pacified; the borders with Scotland and Wales were strengthened. Heinrich's continental possessions played a role, since they provided funds for centralizing politics in England. This is obviously the reason for the stubbornness with which the Plantagenets held onto this domain.

References:

1. Дуглас Д. Вильгельм Завоеватель. Викинг на английском престоле / Д. Дуглас. – 2005. – С. 527.
2. Тищик Б. Й. Історія держави і права заурбіжних країн (середні віки) / Б. Й. Тищик. – Львів, 2006. – С. 246, 248.
3. Штокмар В. В. История Англии в Средние века / В. В. Штокмар. – Санкт-Петербург, 2005. – С. 49.
4. Англо-український словник [Електронний ресурс] – Режим доступу до ресурсу: <https://uk.glosbe.com/en/uk>.

THEORIES OF THE ORIGIN OF THE EASTERN SLAVS

Oleh Stefura, student

Liliana Shevchuk, Associate Profesor, PhD (Law), Scientific adviser

Lily Kuznetsova, Associate Professor, PhD (Philology), Language consultant

Lviv Ivan Franko National University

East Slavic tribes - a group of Slavic tribes, located on the territory of modern Ukraine, Belarus and Russia, whose ancestors were Anti and Dulibians (Volynians), they lived on the territory between the Carpathians, the Pripyat and the Middle Dnieper. The term "Slavs" most definitely comes from the name of one of the tribes (Slovenians). And the main state education at that time was Kiyvan Rus.

Kiyvan Rus existed from VII - the first half of the XIII centuries. Due to the fact that the center of the East-Slavic state for many centuries was Kiev, in historical literature, Rus received the name "Kiyvan Rus". The very term Kiyvan Rus is of a book origin and originates not from sources but from the pages of historical works of the first half of the XIX century.

The problem of the origin of Kiyvan Rus has long been of interest to researchers. Scientists can not reach a unanimous opinion on this issue, therefore, a number of concepts emerged devoted to him.

Theories of the origin of the statehood of the Eastern Slavs can be divided into two groups:

1) **General:**

- **Patriarchal Theory** (Aristotle, R. Filmer, N. Mikhailovsky, M. Pokrovsky). According to this theory, the state comes from the patriarchal family, as a result of its expansion: the family - a set of families (the village) - a set of settlements (state).

- **The Theological Theory** (Thomas Aquinas, Petro Mohyla) is based on the idea of divine creation of the state in order to realize the common good.

- **Contractual (natural-legal) theory** (G. Grotius, B. Spinoza, J. Kozelsky, I. Kant). This theory is based on the idea of the state of origin as a result of an agreement (treaty) as an act of reasonable will of people. The unification of people into a unified state union is seen as a natural demand for the preservation of the human race and for ensuring justice, freedom and order.

- **Organic theory** (G. Spenser) identifies the process of the emergence and functioning of the state with a biological organism (the state is similar to a living organism).

- **The theory of violence** (E. Durand, L. Gumplowicz, K. Kautsky) explains the emergence of the state as a result of wars, violent conquest by some people of others.

- **The materialist (class) theory** (K. Marx, F. Engels, V. Lenin) is based on the thesis of the economic reasons (the presence of private property) of the emergence of the state that gave rise to the split of society into classes with opposing interests, with which you became acquainted with the theory of the state and rights);

2) **Applied**, that is, most likely in relation to the origin of the origins of statehood in the eastern Slavs. In general there are about 15 theories.

Soviet historiography affirmed the so-called **theory of the ancient Rus "cradle" or "triune" theory**. According to this concept, Kiyvan Rus as a "cradle of three fraternal peoples" was an ethnically homogeneous state of the mythical "ancient Rus people", which had a common culture, customs, life, economy, etc. And, consequently, Kiyvan Rus was equally a state of Ukrainians, Russians and Belarusians. In the Soviet period, this theory of the "common cradle" of the three "brotherly" peoples became a dogma. And it is not strange. After all, it enabled the Russian ideologists to include the history of Kiyvan Rus in the history of the Russian state, arguing, besides, that one of the peoples brothers was already in the "common cradle" to be older. This theory created the impression of "projection into the past of a homogeneous Soviet people, planned for the future". M. Hrushevsky was the first to refute the idea of the so-called "single cradle" of the birth of three related Slavic peoples: Ukrainians, Russians and Byelorussians. In contemporary national historiography, the prevailing opinion is that the Kiyv-Rus' state was primarily a state of the Ukrainian people. The main territory of its formation was the Middle Dnieper.

The theory of natural-historical (autochthonous development) is grounded at the beginning of the XX century. The supporters of this theory were prominent Ukrainian historians (V. Antonovich, M. Hrushevsky and others.) Proponents of this theory argue that the Eastern Slavs existed political and socio-economic preconditions for the creation of their state: a high level of development of industrial relations, there was property differentiation, there was a delight by the elders of communal lands, numerous military campaigns, which resulted in a large number prey

The Norman theory, developed in the second half of the eighteenth century, became widespread. the German scientists who were invited by Catherine II to work at the Russian Academy of Sciences G. Bayer, G. Miller and A. Schleser, who, without any critical analysis of the chronicle of Nestor's chronicle, "Povist' Mynulykh Lit" formulated the concept according to which the Old Rus state arose in the result of the establishment of it by the Vikings and argued about the

Varangian origin of the dynasty of the n princes, while affirming the backwardness of the Eastern Slavic tribes, as evidenced by the alleged failure of their own state creation. In addition, as an argument put forward the ancient Normans origin of some Rus names, etc. And the very name "Rus" is, according to the supporters of this theory, from the Finnish name of the Swedes - "Ruotsi." But today it has been proved that part of the "Povist' Mynulykh Lit," which refers specifically to the formation of the East Slavic state in the days of the Prince of Kyiv Mstislav Vladimirovich (the son of Vladimir Monomakh), was corrected

The Antinorman theory. Against Normanism, the first, in the middle of the eighteenth century, was the Russian scientist M. Lomonosov, who pointed to the scientific failure of the Norman theory. Lomonosov, referring to the chronicle "Povist' Mynulykh Lit", which mentions that the Slavic and Rus languages are one and the same, argued that the Vikings are Slavs. Lomonosov, knowledgeable in history, is much worse than in physics or chemistry, did not read the originals of sources, but his critics were asked by the majority extremely convincing. The struggle against Normanism was extended by V. Belinsky, M. Chernyshevsky, M. Dobrolyubov. Convincingly prove that the formation of the Ancient Nation was a natural result of the socio-economic and political development of the eastern. Historians of Ukrainian law noted that Varangian military leaders, who later became Rus princes, found in Rus the formed socio-political system and the right based on the ancient customs of the Slavs. Vardzugi only accelerated this process. The influence of the Varangians on Rus could not have been decisive either because the Scandinavian peoples were then at the same level of development as the Rusiches, and could not bring here what they did not have. This theory insists that the name "Rus "Comes from the name of the rivers in Central Ukraine - Ros, Rostavitsa.

Derived from the Norman is **the commercial theory** of the origin of statehood in Rus, the founder of which is believed by Russian scientist V. Klyuchevsky. The researcher refers to the known fact of the long existence of the trade route "from the Vikings to the Greeks". It was paved by Scandinavian merchants and soldiers who accompanied them. Having settled in Novgorod, traders understood the benefits of combining the territories along the trade route under one authority. Proponents of this concept argued that the location of Kyiv in the middle of the trade route "from the Vikings to the Greeks," stimulated the formation of a state with a center in Kyiv.

In Western historiography, there are also attempts to explain the emergence of the Ancient Nation from the standpoint of **the theory of pan Turkism**, according to which the dynasty of the Kievan princes was of Turkic origin, and the Old Rus state, respectively, formed by the Khazar Khanate. The supporter of this concept, Professor Harvard University, a Ukrainian of origin O. Pritsak proves that the fields were not Slavs, but the Khazars. One of their tribal branches became the ancestor of the genus Kiya, who founded the Rusiches capital and his own dynasty. However, this political doctrine was also rejected by specialists as having nothing to do with historical reality. The "merit" of the Khazars was only that they forced

the Eastern Slavs to consolidate their efforts to fight for their existence and thus accelerated the process of their unification into a single state.

Thus, the emergence of the Old Rus state was the result of the socio-economic and political development of the Eastern Slavs and was caused by the following factors:

- a) territorial, ethnic, religious and cultural commonality of the Eastern Slavs;
- b) close economic ties within the East Slavic array;
- c) common desire of our ancestors to combine their efforts in the struggle against the enemies, first of all with the nomads from the wild steppe.

References:

1. Nestor Litopysets' Chronicle of Rus. Povist' Mynulykh Lit, P. 25-135. - access mode: http://aps-m.org/wp-content/uploads/2017/03/Litopisec_Litopis-Ruskiy_1_Litopis-Ruskiy-Povist-minulih-lit_RuLit_Net.pdf
2. O. Pritsak, Pokhodzhennya Rusi, P. 423-449. - access mode: <http://history.org.ua/LiberUA/966-513-215-6/966-513-215-6.pdf>
3. Hrushevsky M. Istoriya Ukrayiny-Rusy... - P. 410-417, 422-428, 366-377, 191 - access mode: <http://diasporiana.org.ua/wp-content/uploads/books/3799/file.pdf>
4. Юридична енциклопедія : [в 6-ти т.] – Київ : Українська енциклопедія ім. М. П. Бажана, 2002. – Т. 4 : Н – П. – 720 с.
5. Gumplovich L. Zahal'ne vchennya pro derzhavu / L. Gumplovich. – 1910.

CONSTITUTIONAL STATE: ESSENCE, FEATURES, DISTRIBUTION OF THE WORLD

Illya Stetsyk, student

Olena Boryslavska, Scientific adviser

Lily Kuznetsova, Associate Professor, PhD (Phylology), Language Consultant
Lviv Ivan Franko National University

The essence of the notion of a constitutional state.

Throughout the history of mankind, constitutional state remains one of the most important influential instruments. Therefore, the question of its essence is recognized as the key in the field of law and is reduced to the clarification of the constitutional features of the political and legal organization of society, which reflects the power mechanism of a democratic system, is based on the rule of law and seeks to fulfill the social function in ensuring the interests of people and people. The science of constitutional law, in connection with the identification of the necessary potential of power, the functioning of the state mechanism is taken to look for a new model of the state on its properties of origin, existence and development on the basis of the Constitution. It should be emphasized that one of the features of a modern constitutional state is the realization of its right, which means the proclamation of the principle of recognition of law, its observance and

coverage of all spheres of power, since the highest value is the person, his rights, interests and freedoms.

The state is one of the most important institutions of society, the central and determining element of its political system and its subsystem - political organization. The state, as a society, arose at a certain stage of development of mankind. Political, legal literature presents various theories of the origin of the state: non-historical theory, theological theory, modern Catholic Church supports the divine genesis of the idea of the state, patriarchal theory, the theory of social contract, class theory.

The constitutional state from ancient times was the focus of scientific thought of many philosophers and scholars. In the writings of domestic and foreign scientists, the constitutional state is combined with the concepts of law, politics and political power and has various definitions. In the conceptual apparatus of the national science of constitutional law, the term "constitutional system" began to apply relatively recently, compared with the post-Soviet states, which operated the notions of "social order", "social order". All this allows us to conclude that the concept of the constitutional system is attached different meaning: the actual constitution or integral system of basic political, legal, economic and social relations; certain form of organization of the state, which is enshrined in the constitution; Such a state of relations, which in various ways characterizes the state as constitutional. At the same time under the constitutional state means a state with limited government power and national sovereignty, ensuring such restrictions with appropriate guarantees. The characteristic of the constitutional system is to establish its relationship with such concepts as "state system", "civil society".

In the modern period of development of Ukrainian statehood, it is necessary to take into account the fact that the constitutional state bases itself on the state power of political forces: the activities of political parties; ideological forces; force derived from the principle of the rule of law and law; police; the force of international significance of the young Ukrainian state, etc. It can be argued that the constitutional state in the modern period is implemented through the participation of various parts of the political system of society in the development of their own political programs that can be taken into account by the state in the process of developing and implementing a nationwide, state program of development of the Ukrainian state and society. At the same time, in Ukraine there is a majority of prerequisites for the formation of a constitutional state. The 1996 Constitution became the main law of the state. Therefore, how the Constitution is implemented, society can form a public opinion.

The task of the constitutional state is to learn to listen and to take into account the opinion of the opposition, taking into account the constitutional forms and methods of implementing its proposals.

Consequently, we can conclude that a constitutional state is, first and foremost, a state limited by the norms of the Constitution in order to establish a separation of powers, popular sovereignty and the rule of law.

Principles of organization and functioning of the state mechanism

The principles of organization and functioning of the state mechanism are the fundamental guiding principles, ideas that underlie the organization of the ideal of the state mechanism. Most of the principles are constitutionally entrenched. The mechanism of the state is a system of state organizations consisting of state bodies, state enterprises and state institutions that carry out its tasks and realize its functions, the complex hierarchical structure of state bodies, institutions, enterprises through which public administration of society and protection of its main interests are carried out. The mechanism of the state has certain characteristics: the hierarchical system is based on positions of ordination and subordination; a holistic system of externally organized elements that has the same principles of construction. Each of the actors of the state mechanism, as its systematic element, is organically linked with all its other elements. The mechanism of the state, being the only one, includes organs, blocs, subsystems, and even independent branches of power. Principles of the organization and operation of the state mechanism are the fundamental guiding principles, ideas that underlie the organization of the ideal state mechanism. Most of the principles are constitutionally enshrined: democracy, legality, humanism, national equality, division of power, professionalism, non-violence.

Modern state concepts are very diverse, which is conditioned by: the complexity of the social structure of modern society; historical peculiarities of development of countries; a variety of methodological approaches to a particular problem; the existence of countries of varying degrees of development. In most cases in the state see the mechanism to ensure the integrity of society, solving public affairs, social compromise and common agreement. With the emergence of the state arise and develop a variety of theories about it.

Modern concepts of classification state defines the following theory: solidarity, rule of law, the welfare state, social state, social and legal state, pluralistic democracy, the theory of elite convergence technocratic doctrine, modernization of the national state, fascist doctrine.

So, we can make conclusion that the state is a form of organization of society, a carrier of public authority, a set of interconnected institutions and organizations that manage the society on behalf of the people and ensure the safety of individuals and nations.

References:

1. Declaration on State Sovereignty of Ukraine of July 16, 1990. <https://uateka.com/uk/article/society/1202>
2. The Constitution of Ukraine. – Kyiv : Law, 1996. – 54 p. <https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80>
3. The Constitution of Ukraine: Adopted at the fifth session of the Verkhovna Rada of Ukraine on June 28, 1996. – Kyiv : Press of Ukraine, 1997. – P. 80. <https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80/ed20140302>
5. General theory of state and law: (Textbook for students of legal specialties of higher educational institutions) / ed. M. V. Tsvika, V. D. Tkachenko, O. V. Petryshina. – Kharkiv : Law, 2002. – 432 pp.

<http://radnuk.info/pidrychnuku/38-tsvik/198-2009-11-09-19-54-54.html>

6. Zaychuk O. V. Theory of state and law. Academic course: textbook / O. V. Zaychuk, N. M. Onishchenko. – Kyiv : Yurinkom Inter, 2006. – P. 688.

https://www.studmed.ru/zaychuk-ov-onschenko-nm-teorya-derzhavi-prava_b25ddfedf83.html

7. Kravchuk M. V. Theory of state and law. Problems of the theory of state and law: teach. manual / M. V. Kravchuk. – 3rd form., Changes. And add – Ternopil: Carte Blanche, 2002. – 247 pp.

<https://lawbook.online/page/tgp1/ist/ist-16--idz-ax238.html>

8. Kravchuk M. V. Science of law. Teaching manual 2nd view / M. V. Kravchuk, Gladun Z. S. – recycling and add - Ternopil: Carte Blanche, 2003. – 407 pp.

<https://lawbook.online/page/tgp1/ist/ist-16--idz-ax238.html>

OBLIGATION TO COMPENSATE FOR DAMAGE CAUSED TO MINORS

Marta Stupets, student

Galina Yanovytska, Assistant Professor, PhD (Law), Research Advisor

Natalie Hrynya, Associate Professor, PhD (Philology), Language Consultant

Ivan Franko National University of Lviv

The question of responsibility is leading in civil law. After all, for the person who has suffered from harm, it is a fundamental answer to the question of who will be responsible for such actions. So it is always important for the victim to know who can be contacted for damages. By the general rule, fixed in the Civil Code, the damage is fully compensated by the person who caused it. The law assumes that children do not have the same well-formed judgment as adults do, and has fashioned special rules for compensation and liability. In Ukraine, the responsibility of persons under the age of 14 is different from those aged from 14 to 18 years old.

According to the Civil Code, a person, who has not reached the age of fourteen, is not responsible for his or her own actions that have harmed another person. Responsibility for the damage caused by such a person can be assigned to other persons, namely:

1) parents (adoptive parents) or guardians or another natural person who, on legal grounds, carries out the education of a minor (for example patronage teacher, according to the Family Code of Ukraine);

2) educational institution, Institute for Health Protection or another institution that is obliged to oversee the juvenile, as well on the person who oversees the minor person on the basis of the contract;

3) the institution which according to the law carries out in relation to minor guardian function.

The responsibility of parents or guardians occurs if they do not prove that the harm is not the result of mistreatment or evasion from the implementation of upbringing and supervision of a young person. In the case of educational and other specified institutions, the necessary basis for their responsibility is presence of their

fault. If these institutions prove that the damage has not been caused by them, the victim will not receive compensation for damage.

Concerning parents or guardians it is enough to prove absence of inadequate upbringing or care for minors to establish a lack of responsibility. Instead, educational institutions or other institutions that are required to oversee the minors, as well persons and institution, which according to the law carries out the minor's role of guardian, is necessary not only to prove a lack of guilt, but also the absence of a causal connection between these actions facilities and damage caused by a young person, who is under 14 years of age. In order to prove the absence of their fault, the indicated persons must prove that they have used all the measures for proper fulfillment of obligation.

It should be noted that if a minor person was harmed by the fault of parents (adoptive parents) or guardian, and by the fault of the institutions and persons that are obliged to compensate for damage in a share determined by an agreement between them or by a court decision. Moreover, according to the general rule, the responsibility of these persons doesn't cease in case the minor reach the age of majority. Such a person may be required by the court in part or in full, to compensate for damage inflicted by her under the age of fourteen after reaching adulthood, in the aggregate presence of the following grounds:

- if the damage was caused to life or the health of the victim;
- in the presence of sufficient funds for this the cause of damage;
- persons who are liable for damage inflicted by a minor are insolvent or dead.

A minor from the age of fourteen to eighteen years, independently and on a general basis, is responsible for the harm he has suffered. In the case when the minor doesn't have property or earnings, sufficient to compensate for the damage caused to him, this damage is compensated for in the fraction that is missing, or in full by his parents (adopters) or the trustee, unless they prove that the damage was not caused by their guilty. The duty of parents (adopters), guardians or an institution that is obliged to oversee the juvenile, is terminated after reaching the person, who caused harm, adulthood or when this person becomes the owner of the property until he reaches the age, sufficient for paying damages.

When a minor person who has caused damage, acquired full civil capacity before the legal age, his or her parents (adopters) or guardians are generally exempted from the obligation to compensate for damage.

They remain subsidiary debtors only if there are such grounds in the aggregate:

- 1) the absence of such an underage property sufficient for compensation the damage caused to it;
- 2) if they have given consent to the acquisition of full civilian capacity;
- 3) if they do not prove that the damage was caused not by their fault.

But in any case, the indicated obligation of these persons ceases with the achievement of the person who caused prejudice, adulthood.

Thus, in each case, when the minor has caused damage it is necessary to find out not only the general grounds for responsibility, as well as the range of persons who must take care or oversee the specified persons and the fulfillment of their own responsibilities for education, overseeing the care of the minors.

References:

1. Цивільний кодекс України від 16 січня 2003р. № 435-IV// [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/435-15>
2. Сімейний кодекс України від 10 січня 2002 року № 2947-III // [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/2947-14>
3. Науково-практичний коментар Цивільного кодексу України / за ред. проф. Коссака В. М. – Київ, 2004.
4. Сучасний англо-український юридичний словник: понад 75 тис. англ. термінів і стійких словосполучень / Львів. нац. ун-т ім. Івана Франка; за наук. ред. В. Т. Нора, д-ра юрид. наук, проф., акад. НАПрН України. – Київ : Ін Юре, 2018. – 1349 с.
5. Бірюков В. І. Відповідальність за шкоду, завдану малолітніми, неповнолітніми та недієздатними особами / В. І. Бірюков // Цивільне право, 2012// [Електронний ресурс]. - Режим доступу: [bmju_2012_12_5.pdf](#)

DISSOLUTION OF A LABOUR CONTRACT FOR THE VIOLATION OF LABOUR DISCIPLINE

Kateryna Syrotyuk, student

Oksana Hirnyk, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Ivan Franko National University of Lviv

Labour law in Ukraine is one of the main branches of law, which, along with other branches, is at the stage of its reformation. One of the most important sources of labour law is The Labour Code of Ukraine (hereinafter The Code).

There are two basic institutes of labour law, which are the institute of a labour contract and the institute of termination and dissolution of a labour contract.

The aim of the study is to determine all grounds for labour contract on initiative of the owner for the violation of the labour discipline. Labour discipline means the order, which must be followed by subjects in their behaviour.

Under Article 147 of The Code for violation of labour discipline one of the following punishments may be applied to the employee: reprimand and dismissal.

It is worth drawing the distinction between dissolution of labour contract and dismissal. First one, in most cases, means the termination of labour contract on the initiative of the owner or the initiative of the employee. Dismissal is determined as a process and procedure of dissolution of labour contract.

There are three (1-3) grounds for dissolution of labour contract on initiative of the owner for the violation of labour discipline provided by Article 40 of The Code and two(4-5) grounds provided by Article 41 of The Code. They are:

1. Systematic non-performance of the duties, fixed on him by a labour contract or rules of internal labour order, by a worker without a reasonable ground, if the measures of disciplinary or public penalty were earlier used to the worker (Section 3, Article 40 of The Code).

2. Absenteeism (including absence at work more than three hours during a working day) without a reasonable ground (Section 4, Article 40 of The Code).

3. Appearance at work in condition of alcoholic, narcotic or toxic intoxication (Section 7, Article 40 of The Code).

4. One-time gross violation of labour duties by the head of the enterprise, establishment, organization of all ownership forms by his/her deputy, Chief Accountant of the enterprise, establishment, organization, by his/her deputy (Section 1, Article 40 of The Code).

5. Actus reus of the head of the enterprise, establishment, organization resulting untimely payment of salary or payment of salary in sizes that are lower than minimum salary size provided by the legislation (Section 1-1, Article 41 of The Code).

The process and procedure of dissolution of a labour contract is different for grounds listed above.

Dismissal on the ground defined in Section 3 and 4 of Article 40 of The Code have 3 steps:

1. A direct manager has to report on worker's systematic non-performance of the duties to the head of the enterprise, establishment, organization (systematic non-performance of the duties means that the person was earlier brought to disciplinary liability for the action of the same kind) or the absence of a worker at work.

2. A worker must give a written explanation stating and explaining reasons.

3. If it has been done without a reasonable ground, the head of the enterprise, establishment, organization issues a dismissal order.

Dismissal on the ground defined in Section 7 of Article 40 of The Code has also 3 points:

1. Presence of act that evidence worker's appearance at work in condition of alcoholic, narcotic or toxic intoxication.

2. A written explanation of a worker.

3. A dismissal order issued by the head of the enterprise, establishment, organization.

The process and procedure of dissolution of a labour contract on the ground stated in Sections 1 and 1-1 of Article 41 of The Code is the same:

1. Presence of the fact of one-time gross violation of labour duties or the fact actus reus of the head of the enterprise, establishment, organization resulted untimely payment of salary or payment of salary in sizes that are lower than minimum salary size provided by the legislation.

2. A written explanation of a worker.

3. A dismissal order issued by the head of the enterprise, establishment, organization.

Taking everything into consideration, it is worth saying that the legislation has provided guarantees for the employer in the case of the violation of a labour discipline. The Labour Code of Ukraine does not define the procedure of dismissal but it has been developed by the practice.

References:

1. Болотіна Н. Б. Трудове право України : підручник / Н. Б. Болотіна. – 4-те вид., стре. – Київ : Вікар, 2006. – 725 с.
2. Про: право на працю, звільнення, безробіття : поради юриста / П. Пилипенко, С. Синчук, В. Бурак ; за заг. ред. д-ра юрид. наук, проф. П. Д. Пилипенка. – Київ : Ін Юре, 2009. – 48с.
3. Трудове право України: підруч. [для студ. вищ. навч. закл. / П. Д. Пилипенко, В. Я. Буряк, З. Я. Козак та ін.] ; за ред. П. Д. Пилипенка. – 4-те вид., переробл. і доповн. – Київ : Ін Юре, 2010. – 536 с.
4. Англо-український юридичний словник / С. М. Андріанов, О. С. Берсон, О. С. Нікіфоров. – Київ : Арій, – 2010. – 548 с.
5. Oxford wordpower dictionary / Joanna Turnbull. – Oxford University Press, 2006. – 548.

IMPARTIALITY OF THE COURT IN TERMS OF THE RIGHT TO A FAIR TRIAL

Anna Tsuvina, student

Olga Zelinska, Associate Professor, PhD in Philology, Language Consultant
Yaroslav Mudryi National Law University

According to the Art. 6 Par. 1 of the European Convention on Human Rights (here and after - ECHR), in the determination of his/her civil rights and obligations or of any criminal charge against him/her, everyone is entitled to a fair and public hearing within a reasonable time by an independent and impartial tribunal established by law [1]. Impartiality of the court is considered to be an essential part of the right to a fair trial according to the above mentioned article of the ECHR and case-law of the European Court of Human Rights (here and after - ECtHR). Nowadays the impartiality of judges seems to be one of the most significant inherent principles of Ukrainian procedural law as well as the international standards of justice aimed at providing effective protection of human rights and freedoms.

In its case-law the ECtHR proposed a unique approach to interpretation of this guarantee of the right to a fair trial. For instance, in the case “*Kyprianou v. Cyprus*” and “*Whitfield and Others v. the United Kingdom*” ECHR identified subjective and objective criteria of judges’ impartiality. Thus, there are two aspects to the question of “impartiality”: the tribunal must be subjectively free of personal prejudice or bias and must also be impartial from an objective viewpoint, in that it must offer sufficient guarantees to exclude any legitimate doubt in this respect [2;

3]. This fact enables us to consider the interpretation of this principle as consisting of two components.

Subjective impartiality is linked to the judge's personality and his or her personal beliefs. Therefore, the tribunal must be subjectively impartial, that is, no member of the tribunal should hold any personal prejudice or bias. A judge is duty-bound to decide cases on their merits, be open to persuasion, and not be influenced by improper considerations. It should be noted, that according to "*Hauschildt v. Denmark*" case, the personal impartiality of a judge must be presumed until there is proof to the contrary [4].

Under the objective test, it must be determined whether there are ascertainable facts, which may nevertheless raise doubts as to their impartiality. In this respect even appearances may be of a certain importance. What is at stake is the confidence which the courts in a democratic society must inspire in the public and, above all, in the parties to the proceedings. Objective impartiality is the parties' and public's belief that a court is impartial as an institution in democratic society.

If a judge is not impartial, judicial disqualification, also referred to as recusal, is called to ensure the parties get a fair hearing by affording them an opportunity to challenge the judge in their case. Procedural codes of different countries contain different grounds for the recusal. The most frequent among them are: 1) the judge is a party of dispute; 2) the judge is related to the party of dispute or his/her attorney or other participants of a trial; 3) the judge has previously acted in the case as an attorney, prosecutor or other participants of the case; 4) the judge of the higher court has previously acted as a judge of lower court in the case; 5) the judge has financial, personal or other interest in the results of the case.

The Civil Procedure Code of Ukraine also contains norms devoted to the recusal. According to Art. 36 of the Civil Procedure Code of Ukraine a judge can not participate in the trial and should be disqualified if he/she is a family member or immediate relative of the parties or other persons involved in the case; or he participated in the case as a witness, expert, specialist, translator, representative, attorney, secretary of the court session, or provided the party or other participants with legal aid in this or another case; or he/she is directly or indirectly interested in the results of the case; the procedure of appointing a judge in this case was violated; there are other circumstances that raise a doubt on the objectivity and impartiality of judges. Also Art. 37 of the Civil Procedure Code stresses that the same person can not be a judge of the same case during proceedings in court of first instance and, then in court of appeal or cassation.

As we can see, the national legislation reflects subjective as well as objective criteria of judges' impartiality. In spite of this fact, in our opinion, there are some problems connected with the realization of these notions of legislation. One of them is connected to the procedure of the recusal. According to Art. 40 of Civil Procedure Code the motion for the recusal should be adjudicated by the same judge who adjudicates the case. If the judge allows the motion, another judge reviews the case. If the judge doesn't allow the motion, another judge of the court adjudicates

this motion in order to ensure the absence of bias. If there are no other judges in this court then such motion should be transferred to another court where another judge will adjudicate this motion. In practice such situations can cause unreasonable delays of the trial especially taking into account the fact that now there are a lot of courts in our country where the power of judges is limited because they waiting for the qualification exams. In our opinion, the recusal procedure should be improved.

So, impartiality of the court is an important element of the right to a fair trial. Judges are public officials who together comprise the separate and independent branch of government, whose constitutional role is to serve as impartial guardians of law. The requirement of the impartial judiciary embraces both subjective and objective elements. The public opinion that justice is impartial creates the foundation for the confidence which citizens must have in their judicial system.

References:

1. The European Convention on Human Rights / – Retrieved from: URL: https://www.echr.coe.int/Documents/Convention_ENG.pdf
2. *Kyprianou v. Cyprus*, no.73797/01, §§ 122-133, ECHR 2005-XIII
3. *Whitfied and Others v. United Kingdom*, no. 46387/99, 48906/99, 57410/00, 57419/00, §43, 12 April 2005
4. *Hauschildt v. Denmark*, 24 May 1989, §47, Series A no.154
5. Civil Procedural Code of Ukraine / – Retrieved from: URL: <https://zakon.rada.gov.ua/laws/show/1618-15>

TRADE UNIONS AND THEIR LEGAL STATUS IN LABOUR RELATIONS

Anastasiia Tykhonka, student

Oksana Hirnyk, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

The development of market relations leads to a deterioration in the level of social and legal guarantees of employees. Therefore, the activity of the bodies and organizations, which can provide protection of the rights and interests of working people, becomes more important. These organizations are trade unions.

The right to unite in trade unions is one of the most important right in a civilized society, and realization of this right shows the level of democracy in society.

The purpose of the research is to analyze the legal status of trade unions, their rights and responsibilities in the field of labour relations.

The legal status of trade unions is defined by the Constitution of Ukraine, the Laws of Ukraine "On Public Associations", "On Trade Unions, Their Rights and Guarantees of Activities", "On Collective Contracts and Agreements", the Code of Labour Laws of Ukraine, and other legislative acts.

Under Article 36 of the Constitution of Ukraine workers have the right to unite in trade unions. The purpose of participation in such organizations is the protection of labour, social and economic rights and interests of members of the trade union.

Under Article 1 of the Law of Ukraine "On Trade Unions, Their Rights and Guarantees of Activity", a trade union is a voluntary, non-profit organization that unites citizens with common interests, concerning their professional activity.

Having analyzed the provisions of the Code of Labour Laws of Ukraine and the Law of Ukraine "On Trade Unions, Their Rights and Guarantees of Activities", we can identify a number of fundamental rights of trade unions. Trade unions and their associations represent the rights and interests of trade union members in state bodies and local self-government bodies, both in relations with employers and other associations of citizens. They take control over the implementation of collective agreements. Moreover, trade unions and their associations protect the right of citizens to work and take part in the development and implementation of state policy in the field of labour relations, labour and social protection. Trade unions and their associations make proposals for the adoption or amendment of laws and other legal acts on the issues of formation and implementation of state social and economic policy, regulation of labour, social and economic relations. They also take public control over wages, compliance with labour legislation and legislation about labour protection, the creation of safe and harmless working conditions, proper industrial and sanitary conditions.

Trade unions may create educational and cultural establishments, research, social and analytical institutions, as well as legal, statistical, sociological training centres and centres of independent expertise. They do it to solve typical problems of trade union movement, training, retraining and professional development of trade union personnel. The main purpose is protection of rights and interests of trade union's members.

In addition, trade unions and their associations take part in environmental protection, protection of population from negative environmental impact, promote the activity of public environmental organizations, may conduct public environmental assessments, carry out other activities not prohibited by law in this area. Furthermore, trade unions perform other important functions in labour relations.

Under Article 246 of The Labour Code of Ukraine primary trade union organizations may participate in labour relations. They represent their members and protect their rights and interests. Elected bodies or trade union representatives are authorized to represent the interests of members of the union. Thus, a trade union representative takes part in labour relations, if the elected bodies aren't formed.

Considering all the points, we may conclude that during the years of independence of Ukraine, a revival of trade unions has taken place. Trade unions have significantly intensified their protective function. They have an influence on legislative activity in implementing economic reforms. Issues concerning the consolidation of such a legal status of trade unions remain relevant. It is necessary

to provide legal means ensuring the independence of trade unions from traders. For instance, the experience of such countries as the USA and Denmark can be useful. Their legislation prohibits the inclusion of trade unions composed of employees, persons belonging to the administration. Thus, the disinterest of representation of the parties must be maintained.

References:

1. Конституція України / [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80>
2. Кодекс законів про працю України / [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/322-08>
3. Закон України «Про громадські об'єднання» / [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/4572-17>
4. Закон України «Про колективні договори і угоди» / [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/3356-12>
5. Закон України «Про професійні спілки, їх права та гарантії діяльності» / [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/1045-14>
6. Болотіна Н. Б. Трудове право України: підручник / Н. Б. Болотіна. – 3-тє вид., стер. – Київ : Вікар, 2005. – 725 с.
7. Трудове право України : підруч. [для студ. вищ. навч. закл. / П. Д. Пилипенко, В. Я. Бурак, З. Я. Козак та ін.] ; за ред. П. Д. Пилипенка. – 4-те вид., переробл. і доповн. – Київ : Ін Юре, 2010. – 536 с.
8. Англо-український юридичний словник / С. М. Андріанов, О. С. Берсон, О. С. Нікіфоров. – Київ : Арії. – 2010. – 548 с.
9. Oxford wordpower dictionary/Joanna Turnbull. – Oxford University Press, 2006. – 548 p.

TRADE UNIONS AND THEIR LEGAL STATUS IN LABOUR RELATIONS

Anastasiia Tykhonka, student

Oksana Hirnyk, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

The development of market relations leads to a deterioration in the level of social and legal guarantees of employees. Therefore, the activity of the bodies and organizations, which can provide protection of the rights and interests of working people, becomes more important. These organizations are trade unions.

The right to unite in trade unions is one of the most important right in a civilized society, and realization of this right shows the level of democracy in society.

The purpose of the research is to analyze the legal status of trade unions, their rights and responsibilities in the field of labour relations.

The legal status of trade unions is defined by the Constitution of Ukraine, the Laws of Ukraine "On Public Associations", "On Trade Unions, Their Rights and Guarantees of Activities", "On Collective Contracts and Agreements", the Code of Labour Laws of Ukraine, and other legislative acts.

Under Article 36 of the Constitution of Ukraine workers have the right to unite in trade unions. The purpose of participation in such organizations is the protection of labour, social and economic rights and interests of members of the trade union.

Under Article 1 of the Law of Ukraine "On Trade Unions, Their Rights and Guarantees of Activity", a trade union is a voluntary, non-profit organization that unites citizens with common interests, concerning their professional activity.

Having analyzed the provisions of the Code of Labour Laws of Ukraine and the Law of Ukraine "On Trade Unions, Their Rights and Guarantees of Activities", we can identify a number of fundamental rights of trade unions. Trade unions and their associations represent the rights and interests of trade union members in state bodies and local self-government bodies, both in relations with employers and other associations of citizens. They take control over the implementation of collective agreements. Moreover, trade unions and their associations protect the right of citizens to work and take part in the development and implementation of state policy in the field of labour relations, labour and social protection. Trade unions and their associations make proposals for the adoption or amendment of laws and other legal acts on the issues of formation and implementation of state social and economic policy, regulation of labour, social and economic relations. They also take public control over wages, compliance with labour legislation and legislation about labour protection, the creation of safe and harmless working conditions, proper industrial and sanitary conditions.

Trade unions may create educational and cultural establishments, research, social and analytical institutions, as well as legal, statistical, sociological training centres and centres of independent expertise. They do it to solve typical problems of trade union movement, training, retraining and professional development of trade union personnel. The main purpose is protection of rights and interests of trade union's members.

In addition, trade unions and their associations take part in environmental protection, protection of population from negative environmental impact, promote the activity of public environmental organizations, may conduct public environmental assessments, carry out other activities not prohibited by law in this area. Furthermore, trade unions perform other important functions in labour relations.

Under Article 246 of The Labour Code of Ukraine primary trade union organizations may participate in labour relations. They represent their members and protect their rights and interests. Elected bodies or trade union representatives are authorized to represent the interests of members of the union. Thus, a trade union representative takes part in labour relations, if the elected bodies aren't formed.

Considering all the points, we may conclude that during the years of independence of Ukraine, a revival of trade unions has taken place. Trade unions have significantly intensified their protective function. They have an influence on legislative activity in implementing economic reforms. Issues concerning the consolidation of such a legal status of trade unions remain relevant. It is necessary to provide legal means ensuring the independence of trade unions from traders. For instance, the experience of such countries as the USA and Denmark can be useful. Their legislation prohibits the inclusion of trade unions composed of employees, persons belonging to the administration. Thus, the disinterest of representation of the parties must be maintained.

References:

1. Конституція України / [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80>
2. Кодекс законів про працю України / [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/322-08>
3. Закон України «Про громадські об'єднання» / [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/4572-17>
4. Закон України «Про колективні договори і угоди» / [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/3356-12>
5. Закон України «Про професійні спілки, їх права та гарантії діяльності» / [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/1045-14>
6. Болотіна Н. Б. Трудове право України: підручник / Н. Б. Болотіна. – 3-тє вид., стер. – Київ : Вікар, 2005. – 725 с.
7. Трудове право України : підруч. [для студ. вищ. навч. закл. / П. Д. Пилипенко, В. Я. Бурак, З. Я. Козак та ін.] ; за ред. П. Д. Пилипенка. – 4-тє вид., переробл. і доповн. – Київ : Ін Юре, 2010. – 536 с.
8. Англо-український юридичний словник / С. М. Андріанов, О. С. Берсон, О. С. Нікіфоров. – Київ : Арії. – 2010. – 548 с.
9. Oxford wordpower dictionary/J Joanna Turnbull. – Oxford University Press, 2006. – 548 p.

LEGAL ASSISTANCE AGREEMENT

Pavlo Voloshyn, student

Marta Kravchyk, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

There are a lot of situations when people really do not understand law at all. How will they protect their rights in court? One of the way is a legal assistance agreement.

To begin with, this term consists of three words and not everyone knows them.

An agreement shall be an arrangement between two or more parties targeted at the establishment, change, or termination of civil rights and responsibilities.

An agreement shall be unilateral if one party assumes the obligation to the other party to commit certain actions or to refrain from them, and the other party is vested with the claim right only without arising of a counter obligation in respect to the first party.

An agreement shall be bilateral if both parties to the agreement are vested with rights and responsibilities.

Legal assistance agreement is an agreement whereby one party (lawyer, law office, lawyer association) undertakes to protect, represent, or provide other types of legal assistance to the other party (client) on terms and conditions, the order specified by the contract, and the client undertakes to pay the legal aid and the actual costs necessary for the performance of the contract.

Advocacy is carried out in accordance with a legal assistance agreement.

A legal assistance agreement contracts in writing, except for cases specified by the law.

Each person shall be entitled to apply to the court for the protection of his/her/its private non-property or property rights and interests.

Civil rights and interests remedies may include:

- 1) right recognition;
- 2) recognition of a legal action as invalid;
- 3) termination of the action violating the right;
- 4) restoration of pre-violation position;
- 5) enforcement of in kind fulfillment of obligation;
- 6) modification of legal relationship;
- 7) termination of legal relationship;
- 8) indemnification for losses and other means of property damage indemnification;
- 9) indemnification for moral (non-material) damages;
- 10) recognition of decisions, actions or inactivity of the state power authority, the power authority of the Autonomous Republic of Crimea or the local self- government body as well as of their officials and employees to be unlawful.

A person may exercise the right to protection at his / her own discretion. Non-exercise of the right to protection by a person shall not be a ground for the termination of the violated civil right except cases established by the law.

An agreement shall come into effect since the moment of its conclusion. The parties may establish that the provisions of the agreement are applied to the relations between them arisen prior to the agreement's conclusion. Termination of the agreement shall not release the parties from responsibility for its violation occurred during the agreement's validity.

Provisions (items) established at the discretion of the parties and agreed upon between them, other provisions compulsory per acts of civil legislation shall constitute the content of an agreement.

The parties shall have the right to conclude an agreement containing elements of different agreements (mixed agreement). Relations between the parties to a mixed agreement shall be regulated by the respective provisions of the civil legislation acts on agreements, whose elements are contained in a mixed agreement, unless otherwise is established by the agreement or results from the essence of a mixed agreement.

An agreement shall be binding for fulfillment by the parties.

An agreement may determine that its separate terms and conditions be established pursuant to typical terms and conditions of specific type of agreements promulgated per the established procedure.

References:

1. Конституція України. – Київ, 1996.
2. Цивільний кодекс України від 16 січня 2003.
3. Закон України «Про адвокатуру та адвокатську діяльність» від 5 липня 2012 року.
4. Цивільне право України. – Харитонов Є. О. <https://westudents.com.ua/glavy/72853-4-dogovr-naumu-orendi-zemelno-dlyanki.html>
5. Сучасний англо-український юридичний словник : понад 75 тисяч англійських термінів і стійких словосполучень / уклад. Л. В. Мисик, І. В. Савка; за наук. ред. В. Т. Нор. – Київ : Ін Юре, 2018. – 1350 с.

SECTION 2

INNOVATIVE TRENDS OF MANAGEMENT AND TOURISM BUSINESS DEVELOPMENT

GETTING PAST COMMUNICATIONAL BARRIERS FROM SAUDI ARABIA TO CANADA

Anna Adamenko, student

Natalia G. Naumova, Associate Professor, Language Consultant
Zaporizhzhia National University

Worldwide communication channels shivered with the two-fold description of the girl refugee story trying to protect her basic rights to make choices and communicate freely. As the country of high democratic values Canada showed deep interest into the communicational support.

Rahaf Mohammed al-Kunun, who fled from Saudi Arabia and reported many years of violence from loved ones, found refuge in Canada. She escaped from her family in Kuwait to Thailand, from where she intended to seek asylum in Australia, because she had a three-month visa open there [1]. The girl asked for help in countries that have ratified the Convention on the Status of Refugees and the Protocol on the Status of Refugees.

Rahaf was beaten and subjected to psychological pressure from the family, threats to kill for not maintaining the norms of Muslim, trying to force her to enter into marriage by agreement, locking under house arrest for 6 months for arbitrarily made short haircuts that make women like men, contrary to Islam and denial of the right to education. In Canada, Rahaf made a solemn meeting. Communicational balance there was no communication with journalists [2]. The Canadian Foreign Minister personally arrived at the airport and asked not to pester Rahaf with questions. Provide shelter to the girl ordered the Prime Minister of Canada. She drew attention to her situation through social networks. Hundreds of thousands of people subscribed to her Twitter account. Supported her that is the evidence of the two way communicational.

Furthermore, every year hundreds of women try to rescue from Saudi Arabia: they are unhappy with the infringement of their rights and cruel attitude towards themselves. To catch fugitives, the government of the country created a special database with which you can monitor the movement of a woman and find out if she used her documents. Deceiving the system and escaping from the country is not so easy, but some succeed. According to the laws of Saudi Arabia, every adult woman must have a guardian - a close male relative. He makes all the important decisions: gives the go-ahead for travel, school and university studies, work, and even medical care. First, the girl takes care of her father or brother, then she goes under the

custody of her husband - you can take girls as wives from the age of ten. In 2013, Saudi Arabia declared to the UN that it would remove the guardianship system for men and any discrimination against women, but the age-old way of life is not easy to change and the rights of women in the country continue to be violated [3].

To summarise, the girl fled due to family abuse. Importantly, she wanted to have the choice she received. Al-Kanun was extremely grateful to everyone who helped her. The family wrote a statement about the abdication of Al-Kanun. On her way there were many obstacles, they wanted to return her and her passport was selected. Rahaf wants to start a new life. First of all, she will start by getting a jelly and learning English. It prompted desire to work in the future in support of women's freedom around the world.

References:

1. Wikipedia, «Rahaf al-Kunun» [Електронний ресурс] 30.01.19 – Режим доступу: https://ru.wikipedia.org/wiki/Рахаф_аль-Кунун
3. Escape followed by the world: Rahaf al-Kunun arrived in Canada [Електронний ресурс] 13.01.2019 - Режим доступу: <https://www.bbc.com/ukrainian/news-russian-46855144>
4. The girl fled from Saudi Arabia and was followed by a special application [Електронний ресурс] 01.01.19 – Режим доступу: <https://medialeaks.ru/0102vma-absher/>

CONVERGENCE OF CITY AND VILLAGE

Ivan Alexandrov, Student

Iryna Tkalia, Associate Professor, Phd In Philology, Language Adviser

V. N. Karazin Kharkiv National University

In this article we suggest considering quite a relevant situation of nowadays, which might be looked at as an important topic for our social life.

Referring to the past, we can see that the distance between an average city and an average village was extra high. In all countries of the world people who lived in the urban area always were closer to the manifestations of civilization. All scientific discoveries happened in cities, industry progress was characteristic of cities, where important social events took place and where the governments were located. Moreover, it was in cities where more educated people were living.

In the villages situated far away from cities, people were mostly involved in “dirty and hard work”. They were working at factories, farms, etc., while those living in cities were sitting in clean offices and working with papers. And it was not a stereotype. Sometimes people who were born on the outback lived their whole lives there and died there, with their children also living that way.

However, in recent years this problem has been in the process of solving (at least in some developed countries). We can call this phenomenon “General Civilization Tendency”. To my mind, the most important reasons for such a

tendency are *internetization* and *accumulation of profitable work in cities*. Let us consider both of these reasons:

Internetization. For the first time the world heard the word “Internet” at the end of the XX century. But it did not become number one source of information and entertainment at one moment. Year by year the Internet developed and extended the area of its influence. Speaking about expansion of the Internet influence, we can argue that, as it often happened, within the first years of its functioning, the Internet was available only in big cities through lack of the needed equipment. But over time, with arrival of technology development and scientific progress, accompanied by the support of new inventions in the sphere of computer sciences, the Internet came to increase its prevalence. More and more cities became able to use the Internet, which was followed by the increased number of countryside households capable of using it as well. Thus, step by step everything we could watch on television and and hear from the radio turned to the Internet. The latter became a source No 1 of everything we use in our daily life – a provider of unlimited amount of information, images, music, books, news, videos, and on and on. According to all above, the world web net has become available even for village inhabitants, who are currently able to act, work and just have access to information as city people do. Also these changes influenced enormously the village culture. As a result, as evidenced by national and foreign experience, the material situation of the rural population is improving, their cultural level is growing, everyday life and social structure of the population are changing radically. This all allows us to see the global civilization in all its colours.

Accumulation of profitable work in cities. As we emphasized earlier, cities had more opportunities to develop than villages and countryside settlements. So over time, people began to understand that there was nothing to do in rural areas and in order to make money they had to move to urban ones. Accordingly, because of mass arrival of newcomers in cities, the latter began to grow in size both horizontally and vertically. If we look at the map of population density, we can see that all huge concentrations of people can be found in cities. But if we go back 200-250 years into the past of Ukraine, we’ll be able to realize that more than 50-60% of people were village inhabitants. Yet it is not a universal tendency, because there is much work for urban population in villages. Thus, some farms, for example, introduce computer technologies. Accordingly, there arises a need for specialists, who start moving to villages for work. This phenomenon can be viewed as kind of cultural, mental and physical exchange between city and village. Talking about the tendencies of this situation in the future, it is possible to say that this moving tendency «villager – city dweller» will increase. Year by year concentration of EVERYTHING is expected to be in cities. The goal of this work is not to say that villagers are outsiders or that village is bad. I just want to argue that cities have more opportunities, and bigger cities have bigger opportunities and so on.

Finally, the question arises concerning the prospect for the future, “Is this tendency good or bad?” Our answer is “Definitely good”, which is based on democracy and equality of every person’s rights. In the past, if a person was born in

a village, it was hard to imagine what he/she had to do in order to get to a city. In the former USSR, for example, there was obligation to work for collective farms, which was under the pressure of the government. It is known that even urban people were forced to work there, then what could be said about the villagers? The latter had no chance to move out of the countryside to a big city. Even if they were extra talented and ambitious, it was not in the government's interests. But now, after the collapse of the USSR, we can feel more liberty. Now, with the help of the Internet, everyone has a lot of opportunities, so moving to the city from the countryside is not a problem today. How it happens? The easiest way is to go to study in a city. All universities are predominantly in cities, so after finishing school children move to cities, which promotes the intellectual growth of population and larger social diversity. As a result, more and more opportunities open up for everyone. It makes us "dream big and to act big". The information above is not universal for every person, village, city or country. Rather it just reveals some common facts and our personal view on them.

PRINCIPLES OF SUCCESSFUL PRESENTATIONS

Anastasia Bogdan, student

Natalya Naumova, Associate Professor, Research Advisor
Zaporizhzhia National University

One of the best options for launching information is a presentation. A person receive 80-90% of information by sight. It can be argued that the use of this type of training provides clarity. Let's consider at some of the principles behind a successful presentation.

Firstly, gesturing. The science of gestures is very interesting. After all, by them we can determine the person feelings. On the other hand, gesticulating speaker draws attention to his speech. Secondly, silence. Many speakers masterly use this technique to attract the attention of listeners. Thirdly, general questions to the audience. Asking the listeners something and getting an answer, you also increase their involvement in the discussion. Fourthly, enumeration or numbering. This simple technique helps to structure the performance.

In addition to this, the principle of clarity and evidence. Representation crashes into memory much faster than the information being heard. Experienced speakers know that we remember 40% of what we saw and only 10% of what we perceive. The principle of emotional stress.

Creating an impressive effect is important when speaker use presentations. The principle of simplicity. «Every block of stone has a statue inside it and it's the task of the sculptor to discover it – brilliant words that are relevant in all areas – I have only to hew away the rough walls that imprison the lovely apparition to reveal it to the other eyes as mine see it». The «10/20/30» principle. PowerPoint presentation should contain 10 slides, continue no more than 20 minutes, should not

contain a font less than 30 point. The «smorgasbord» principle. The desire for a ten-minute presentation to use all the features of the program can be compared with the desire to try all the dishes offered to guests in a five-star all inclusive hotel, in one sitting. Oddly enough, it can lead to a loss of individuality.

Moreover, a thorough preparation provides excellent results. The use of high-quality presentation and informative speech will not leave the listener indifferent. Correct using of modern technology helps improving the performance. In addition to this, new systems have a strong effect on listeners, allowing them to digest the material deeply.

References:

1. Аминов И. Б. Применение средств мультимедийных технологий как условие повышения качества обучения / И. Б. Аминов, Д. Ф. Ходжаева // Молодой ученый. – 2015. – №21. – С. 759–761. – [Электронный ресурс]
Режим доступа: <https://moluch.ru/archive/101/22998>
2. Голованова И. И. Методика публичного выступления: учеб. пособие / И. И. Голованова. – Центр инновационных технологий, 2009. – [Электронный ресурс]
Режим доступа: <https://kpfu.ru/docs/F505762328/Gotovanova.I.I>
3. Янковская Т. Законы презентаций, которые работают / Т. Янковская // Журнал HRMagazine и HR-блоги. – 2011г. – №1–2.
Режим доступа: http://www.hrm.ua/article/uvidet_i_poverit

UDC: 796.5:338.48:005.57:004.77

SOCIAL NETWORKING AS TOURISM PROMOTIONAL ENGINE

Anna Boiarchuk, student

Natalia G. Naumova, Associate Professor, Language Consultant
Zaporizhzhia National University

In the context of the tourism industry development, the social media has changed the consumer behaviour of active consumers as marketers' tourist destinations. Within social media, Instagram is currently one of the fastest growing, that's why its value for tourism industry is constantly increasing.

Social media are successfully used in the tourism industry as a medium of promotion. Its great power is as follows that: it made possible for one person to communicate with people around the world to share information of tourism product. So people consider it as their reference for travelling. Particularly, Instagram elaborated the power of visualization, individual response, and the additional facility like geotagging, video posting and Instagram direct. These facilities enable to act as low-cost of promotion channel to develop tourism destination. [1] Thus, it creates great opportunities and can be used by countries to cultivate tourism industry. The U.S. Department of the Interior (@usinteroir) shares

the most spectacular views of its landscape on Instagram, featuring its natural beauty to an international audience.

Having published this on Instagram, the Department has increased the visibility of the American landscapes in a way that no advertisement or brochure can achieve. Australia is another country who benefits from its Instagram account (@australia), as it currently has more than 3.2m followers and it showcases commissioned photography, user generated content (UGC) and witty captions. [2] Thanks to Instagram there has been a significant growth of tourists in places like the Rottnest Island in Western Australia and the lavender farms in Tasmania. Also, Lake Wanaka Tourism Board in New Zealand is a great case in point, where tourist figures shot up by 14%, representing the fastest growth rate in New Zealand in 2015. [2] In brief, Instagram is a powerful tool for free advertisement and exposure when it used for tourism on a global scale.

Social networking is a unique source for travel inspiration. Just by simply using the phones or personal computers Instagram users have access to high definition pictures and breathtaking videos of their favourite places around the world, thus changing the global travel behaviour. According to a survey conducted by Schofields, more than 40% of those under 33 prioritize 'Instagrammability' when choosing their next holiday spot. Instagram photos significantly affect people's choice as they factor more than financial cost, local cuisine and alcohol availability. [3] So we can see the role that electronic resources play in people's travel choices. Instagram even makes it easy for users to facilitate their travel plans based on photos that have captured their attention. With geotagging, viewers can identify the location of an image and conduct further searches, while saved posts of must-visit photos can be organized into collections. In essence, Instagram performs the function of the Internet's version of a global travel brochure.

On the other hand, there are some drawbacks, the main of them is that photos over the e-engine don't always give the complete picture. Places that seem peaceful, remote and pure are actually overcrowded and polluted. The visitor increase in Cuba has caused food prices to become unaffordable for locals. Local authorities in Santorini have had to put a cap on the number of day-trippers. Following the trends and the desire to replicate an experience can even be life threatening. In 2015, a 24-year-old Australian student lost her footing and fell to her death while trying to re-create the iconic shot at Trolltunga. [4] Similar reports of tourists ignoring official signage and safety warnings have been reported in sites across the globe.

Summarizing both negative and positive features of e-media it is necessary to underline the detrimental effect resulting in overtourism, environmental degradation and dangerous stunts. Therefore, it is indispensably to take into account the experience that already exists, to realize the possible results and consequences of using such a powerful Internet channel of communication. Being mainly a photo-sharing application, Instagram has excelled as an effective communication and marketing tool to display products with visual descriptions. Hence, it becomes a useful social networking platform instantly to individuals and

companies. Definitely, with such a constant increase in the number of users, its influence will only grow and spread.

References:

1. Megasari Noer Fatantia, I Wayan Suyadnya Beyond User Gaze: How Instagram Creates Tourism Destination Brand? // *Procedia - Social and Behavioral Sciences*. 2015. V 211. P. 1089-1095.
2. Cinzia di Martino. How Instagram has changed the tourism and travel industry [Электронный ресурс] / Cinzia di Martino // *Tourism Marketing*. – 2014. – Режим доступа: <https://www.treksoft.com/en/blog/how-instagram-has-changed-the-tourism-and-travel-industry>
3. Schofields Research. – 2017 [Электронный ресурс] // Режим доступа: <https://www.schofields.ltd.uk>
4. Trolltunga death an accident waiting to happen, says tour guide [Электронный ресурс] // Режим доступа: <https://www.telegraph.co.uk/travel/news/Trolltunga-death-an-accident-waiting-to-happen-says-tour-guide/>

UDC:796.5:338,48:005.412 (479.24)

BALANCED ‘OPEN DOORS’ POLICY AS AZERBAIJANI TOURISM DEVELOPMENT ENGINE

Farida Guliyeva, student

Natalia G. Naumova, Associate Professor, Language Consultant
Zaporizhzhia National University

Azerbaijan is the dynamic developing country with its unique recreational resources and growing touristic potential. In 2004 the Ministry of Culture and Tourism designed a new logotype and slogan “Azerbaijan. European charm of the Orient. [2] That has been used by the government as the main tool to attract tourists all over the world. According to the State Statistical Committee of the Republic of Azerbaijan, the number of tourists visiting increased by 20% in 2017, compared to 2016 [3].

Becoming a member of the World Tourism Organization, the state has begun implementing the programs “The Development of Tourism in 2002-2005 and 2010-2014” to establish legal nominative base in the sphere of tourism. [2] The next step that was made by the government included the problem of personnel training. Particularly, one of the most successful projects between United Nations Development Program (UNDP) and Azerbaijan, which led to development of the Azerbaijan Tourism International (ATI) by providing special training courses to students and tourism sector employees. As to the country’s principal development concept, “Azerbaijan 2020: A look into the Future”. [1] As well as the previous projects, the main approach is to emphasize the strategic positions of the government to a global scale. Indeed, for investors, this opens wide opportunities, especially rapid progress of Azerbaijan infrastructure and services.

Azerbaijan is the country of contrasts, representing a new, ambitious and

progressive country, but still loyal to its roots and origins. The name of country is commonly associated with the “Land of fire”, since its worldwide known sources of eternal fire, called the “ateshgehs”. Besides, the “Flame Towers” complex in Baku has already become the hallmark of the city. Since its independence Azerbaijan has focused on event tourism including the Eurovision Song Contest 2012, FIFA’s U-17 Women’s World Cup, the first European Games in 2015 and, finally, Formula One Grand Prix, provided by the aim of popularization of national culture and its “introduction” to the modern world. It is also necessary to stress the importance of festivals holding in different regions of Azerbaijan: Novruz Bayram, International Mugham Festival and the extraordinary Pomegranate Festival in Goychay, that certainly deserves a second look.

Undoubtedly, equally essential is the role of construction of the modern infrastructure that has created a number of new possibilities. Azerbaijan, in the last decade, has built six international airports and added more than five thousand miles to its road network. [1] Additionally, the distinguished Heydar Aliyev International Airport and one of the biggest projects Baku-Tbilisi-Kars also known as “Iron Silk Road”.

Summarizing, it is necessary to underline that the policy of “Open Doors” carried out by the Azerbaijani government made the impulse for the development of tourism in Azerbaijan. This way has opened the opportunity for strong increase in the flow of tourists comparing to the previous years. These measures are supported by the state and are implemented in varied projects. The main factors in attracting foreign tourists are the elements of event tourism in the international scale, when Azerbaijan hosts at a decent level different kinds of sport, cultural and economic events. So, as it has been mentioned above Azerbaijan is “the West in the East and the East in the West” with its fast impressive transformation and dynamic infrastructure.

References:

1. Azerbaijan 2020 Turning strength into sustainability [Электронный ресурс] // Foreign Affairs. – 2015. – Режим доступа: <https://www.foreignaffairs.com/country-focus/Azerbaijan-2020-turning-strength-into-sustainability>
2. Website of the Ministry of Culture and Tourism of Azerbaijan Republic. – Режим доступа: <http://www.mct.gov.az/en/>
3. Website of the State Statistical Committee of Azerbaijan Republic. – Режим доступа: <https://www.stat.gov.az/>

MODERN VIEW ON THE MANAGEMENT CONCEPT OF REGIONAL DEVELOPMENT

Khrystyna Kalashnikova, Associate Professor, PhD (Economics)

O. M. Beketov National University of Urban Economy in Kharkiv

Modern scientific research in the field of public administration is distinguished by a significant variety of approaches to determining the essence of the mechanism of public administration and its components. Thus, according to G. Atamanchuk, the mechanism of formation and implementation of public administration is the totality and logical interconnection of social elements, processes and laws, according to which the subject of public administration (its components) "covers" the needs, interests and goals of society in controlling influences them in their management decisions and actions and practically implements them, relying on state power.

A management mechanism is a way of resolving contradictions of a phenomenon or process, a consistent implementation of actions based on fundamental principles, a target orientation, a functional activity using its corresponding management methods and aimed at achieving a specific goal.

The mechanism of state governance for the development of the region is proposed to be understood as a set of principles, directions, management tools (organizational, regulatory, legal, economic) and measures of administrative influence of regional authorities on the regional marketing system. The purpose of this mechanism is to resolve the contradiction between the existing system of state management of regional development and the ideology of marketing management in the region, aimed at satisfying the needs of consumers in the region and improving the competitiveness of the region.

That is why state governance of regional development should be based on an analysis of the specifics of each region and the study of their contribution to the socio-economic achievements of the state.

The programs of socio-economic development of the regions that are being developed and implemented today have a number of shortcomings, methodological mistakes that do not allow to optimally using the financial, resource organizational potential of the region, the possibilities of the whole spectrum of existing investment mechanisms, technologies and tools, therefore, cannot really promote attraction. Into the region of additional investment resources. Such conclusions are based on the following shortcomings of existing approaches to program development:

- lack of a single methodological and methodological basis;
- distribution principle of the program, based solely on internal sources of financial resources;
- low methodological level of analysis, planning and forecasting;

- lack of a systematic approach;
- the lack of interconnection of programs, investment projects with regional priorities and interests, as well as trends in the development of the social sphere of the region;
- the lack of information support for the implementation of socio-economic development programs, the creation of a positive image of the program both in the region (for mobilizing internal resources) and abroad (for attracting partners and potential investors to the region's economy).

The state of the economy of the regions in recent years shows the weakness of regional governance, and the acuteness of accumulated problems requires a fundamentally new approach to their solution. The main task today is to create an entirely new management concept for the development of regions that reflects the problem of a global-oriented economy and contributed to the creation of self-regulation and self-development mechanisms in regions that could maximize the use of their internal capabilities.

References:

1. Атаманчук Г. В. Теория государственного управления : курс лекций / Г. В. Атаманчук. – М. : Юрид. лит., 1997. – 567 с.
2. Державне управління і менеджмент : [навч. посіб. у таблицях і схемах] / Г. С. Одінцова, Г. І. Мостовий, О. Ю. Амосов та ін. ; за заг. ред. д-ра екон. наук, проф. Г. С. Одінцової. – Харків : ХарPI УАДУ, 2002. – 492 с.
3. Кутьков В. П. Сутність і структура маркетингового механізму державного управління розвитком регіону / В. П. Кутьков // Публічне управління: теорія та практика. – 2014. – № 2. – С. 165–173.
4. Diegtiar O. Mechanisms of the staffing provision in the sphere of physical culture and sports in higher education for the qualification of “bachelor” / O. Diegtiar, S.Vavreniuk // Public management : collection. – № 1 (6) – march 2017. – Kyiv: ДП “Видавничий дім “Персонал”, 2017. – P. 93–101

REGIONAL DEVELOPMENT OF THE TOURISM INDUSTRY

Oksana Kharchenko, PhD student

Illia Pysarevskyi, Professor, Doctor of Science (Economy), Research Advisor

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

Today, the conceptual foundations of the formation of tourist regions are controversial as the methodology of strategic development for tourist regions is not sufficiently developed, some specific characteristics of these regions are not fully accounted for in the formation of long-term programs for their development.

The conceptual foundations for the development of the tourism industry and the improvement of its structure in the region of research outline application of the

key strategies such as [2]: 1) marketing; 2) resource; 3) strategy of tourism resources management.

Such researchers as [1; 3] O. Lyubitsev, M. Kostritsa, I. Smal, M. Malskaya, V. Kifiak, A. Sarapin, L. Marmul, D. Stechko are engaged in studying the tourism industry. Among the publications of foreign researchers the works of J. K. Holloway, N. Taylor, K. Adams should be noted. However, many problems of regional development of tourism at the theoretical and practical levels still require in-depth researching.

According to the Law of Ukraine "On Tourism" [5], tourism is a temporary departure of a person from the place of residence for health, cognitive, professional, business or other purposes without carrying out paid activities in the place where the person leaves.

The state, in its turn, proclaims tourism as one of the priority directions of the economic and cultural development and creates conditions for tourism activities [3]. Researches are focused on various tourist regions and methodical approaches to formation and implementation of the strategy of their development; proposals for improving the regulatory and legal as well as organizational and economic support for the implementation of the strategy for the development of tourist regions.

One of the top priorities is creation of a positive tourist image of Ukraine and a rational use of its potential. The process of implementation of these activities is fragmentarily shown in Figure 1 [3].

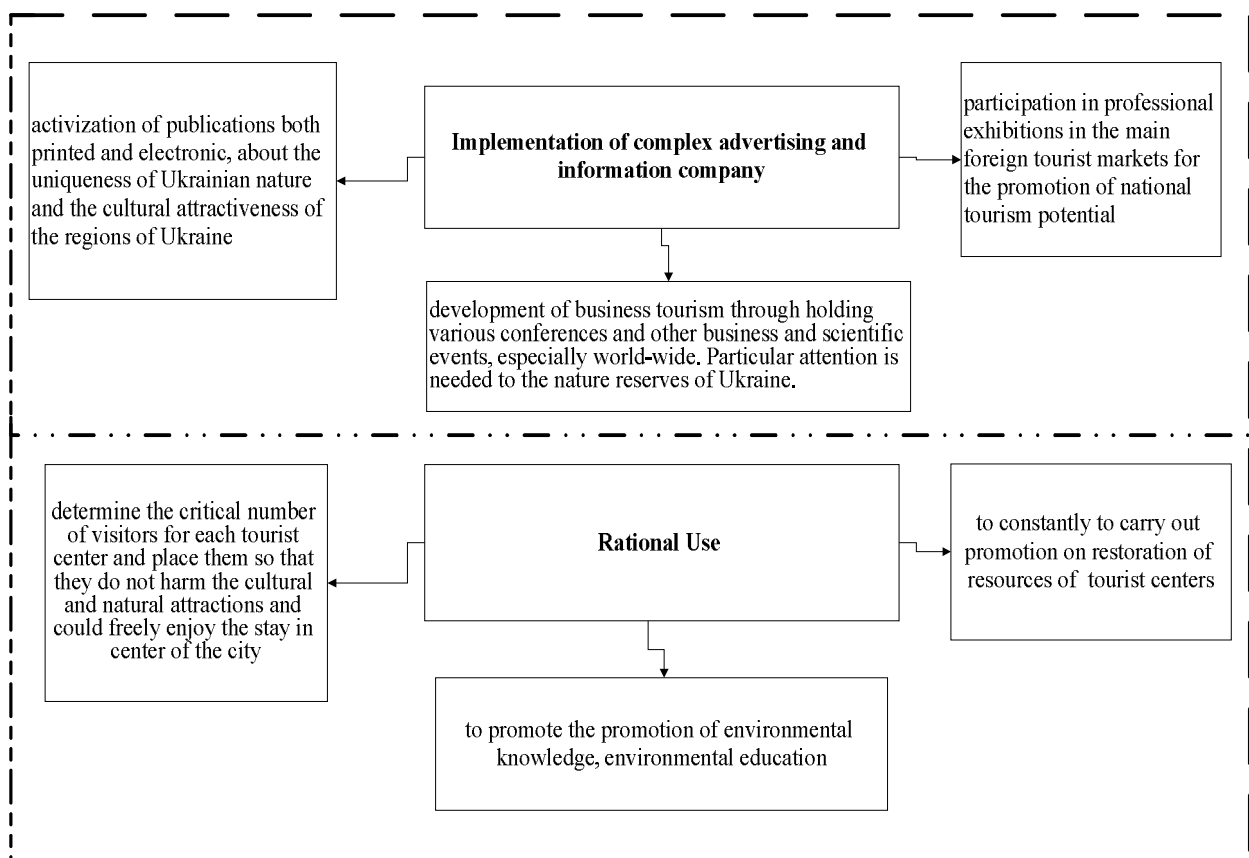


Fig. 1 - The process of tourist regions studying

The reform of the tourism industry should be comprehensive and not be limited to a rational use of the existing resource and recreational potential of the region [1].

In the framework of this study it is expedient to distinguish the concept of a tourist region.

The tourist region is an area that has the objects of tourist interest and offers a certain set of services necessary to meet the needs of tourists. A separate complex, a city, a locality, a resort, a district, an area, a country, or even a group of countries, which a tourist chooses for the purpose of the trip can be considered as a tourist region.

Studying the chosen topic, we also turned attention to the content of the definition "tourist route" which is more often regarded by the researchers and practitioners of the tourism industry as a "direction of tourist movement." Ukrainian experts V. Kifiak, O. Lyubitseva, G. Mikhailichenko hold this view [4; 5; 1].

A regional route (or regional tourist route) should be considered as a pre-planned travel route in a particular region characterized by a planned route of travel through geographic locations within a specified period in order to provide services identified by the program.

Therefore, after researching the basic concepts of "tourist region", "regional tourism" and "tourist route", we can draw the following conclusions: currently there is a large number of definitions of these three definitions in the field of tourist terminology. This situation can be explained by the fact that each scientist in his/her works distinguishes a certain, the most important from his/her point of view aspect of the problem, which is investigated.

References:

1. Boruschak M. Problems of forming a strategy for the development of tourist regions: [monograph] / M. Boruschak. – L. : IRD NAS of Ukraine, 2006. – 288 pp.
2. State Program of Tourism Development in Ukraine for 2016-2022: Regulation No. 583 dated April 29, 2015.
3. Kovineva L. V. Regional tourism: a monograph [Text] / L. V. Kovinev; ДБГУПІС. Cafe "Socio-cultural service and tourism". – Khabarovsk: View of the Dvgups, 2009. – 111 p.
5. Stechko D. M. Prerequisites and directions of formation of the tourist market of Ukraine / D. M. Stechko // Tourism: theory and practice. – 2015. – № 1. – S. 5–11.
6. About the "Law of Ukraine on Tourism (Bulletin of the Verkhovna Rada of Ukraine (VVR), 1995, No. 31, p.241) [Electronic resource]: <https://zakon3.rada.gov.ua/laws/show/324/95-%D0%B2%D1%80>

PROBLEMS AND PROSPECTS OF TOURISM DEVELOPMENT IN UKRAINE

Anastasia Konoval, student

Mariya Pokolodna, Associate Professor, PhD (Geography), Research Advisor

Alisa Strelnikova, Senior Teacher, Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

According to the UN, every year over a billion people travel to different countries of the world. Tourism, as an independent sector of the economy, provides 10% of the world's GDP and 6% of global exports. Ukraine is a country with great tourist potential. Tourism is one of Ukraine's fastest growing industries [1]. Based on population density, the Ukrainian market is more than 50% larger than Hungary, Czech and Slovakia combined. In this paper we consider the importance of tourism development in Ukraine and its future prospects, because this sphere of activity is very important.

The purpose of this paper is to study and explore the current state of tourism in the country and find out its future prospects in the international market. In Ukraine, tourism cannot fully develop due to the unstable political situation. The consequence of this is a decrease in the flow of tourists. But despite this, the government should in every way attract the attention of foreigners with tourist attractions, opening up new opportunities for the development of interesting objects.

A huge obstacle to the development of tourism is the fact that advertising on international tourism is being actively pursued on the tourist services market, while no one talks about domestic tourism with the exception of the Crimea and the Carpathians [2]. Therefore, in order to solve this problem, it is necessary to attract first of all the state and private travel companies, for which the main task will be to popularize domestic tourism. They can use various types of advertising, such as creating booklets and leaflets, conducting various sweepstakes and contests on television or radio, where a potential tourist can view and explore its future destination, etc.

In addition, the cities of Ukraine cannot boast of a variety of tourist services, except for large cities such as Kiev, Kharkiv, Lviv and Odessa, or places of generally recognized recreation zones – the Carpathians. According to many experts in most cities of Ukraine, it is possible to develop various types of tourism, such as: industrial, health, cultural, educational, environmental and other. In order to develop them and work there, it is necessary to make huge investments to create business centers that will lead the development of tourism in a certain region. A large amount of money is needed to restore architectural landmarks which have very important value not only as objects of tourist interest but also in general for the history of Ukrainian culture.

To sum up, we can say that these problems inhibit the development of tourism in Ukraine. However, despite this, experts are looking for many prospects

for improving the quality of the tourism services market in the country. The use of such outlooks will positively affect the improvement of both the economic and social development of Ukraine.

References:

1. https://www.streetdirectory.com/travel_guide/206643/europe_destinations/tourism_in_ukraine_a_new_industry_but_more_and_more_important.html
2. <http://skole.com.ua/ru/papers/13-turizm/36-turizmurproblemi.html>

PROS AND CONS OF EFFECTIVE ADVERTISING IN PHARMACEUTICAL BUSINESS

Anna Konovalova, student

Natalya Naumova, Associate Professor, Research Advisor
Zaporizhzhia National University

Advertising, as an integral part of the marketing of any company, can be used as the main way to attract more customers. Not every industry advertising campaign may be suitable. In the pharmaceutical industry there are more and more disputes over advertising, so the question arises: what are the pros and cons of advertising in pharmaceutical business?

The biggest advantages of advertising are the functions that it performs, such as: to draw attention to the product, to indicate its specifics, to inform, to influence the audience of consumers. In terms of Internet marketing, pharmaceuticals are considered to be one of the most problematic areas: competition between manufacturers and providers of medical services is too high, therefore many legislative restrictions prevent the promotion of the segment in the usual ways. This can be considered the main disadvantage.

Advertising can be created for each of the categories of medicines: food, hygiene products, medicines for outdoor and indoor use, medical equipment, children's products and other types of goods.

There are several obvious advantages of advertising for consumers: the introduction of the population to a healthy lifestyle through advertising the use of natural food additives and vitamin preparations; advertising informs about the additional benefits that the buyer acquires by buying goods; the possibility of attracting the attention of a wide audience to a product or brand, especially to a previously unknown product for which demand is yet to be formed.

There are also visible disadvantages of advertising: emotional advertising does not always cause understanding, especially the practice of applying advertising to consumer emotions; there is a myth about the unlimited power of advertising, with which you can supposedly sell anything; in a society there is no complete confidence in the advertisement, which is associated with unfair advertising, and sometimes deception.

Following the marketing concepts of different companies, advertising can influence the formation of demand for goods and manage it. This way companies successfully adapt to the requirements of the market, respond promptly to changes in the market environment and, as a result, helps to increase the efficiency of their work. The market, in turn, creates a direct link between production and consumption.

In conclusion, it is necessary to point out that advertising can be considered the biggest part of a promotion policy of companies. But planning budget and turning to the Internet as the most promising and economical communication channel, several factors must be taken into account: firstly, the world trends of globalization and the shift of the audience to the Internet, during the potential audience uses traditional media, especially the older age; secondly, the need to watch for trends while staying within the law.

References:

1. Человек и наука. [Электронный ресурс] / Особенности текстов рекламы фармацевтической продукции в прессе. – Режим доступа: <http://cheloveknauka.com/osobennosti-tekstov-reklamy-farmatsevticheskoy-produktsii-v-pechatnoy-presse>. – Дата доступа: 30.09.2015. Назва з титулу екрану.
2. Grandars. [Електронний ресурс] / Влияние рекламы. – Режим доступа: <http://www.grandars.ru/student/marketing/vliyanie-reklamy.html> . – Дата доступа: 29.11.2017. – Назва з титулу екрану.

ENVIRONMENTAL TOURISM OR ECOTOURISM

Aleksandra Kryuchkova, student

Mariya Pokolodna, Associate Professor, PhD (Geography), Research Advisor

Alisa Strelnikova, Senior Teacher, Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

When we think of the joys that come with the adventures of traveling, we often envision exciting trips to beautiful places fit for a perfect photograph, unique food you won't find at home, and encounters with people who are much different from those we are accustomed to. Tourism allows us to do more than just learn facts about various locations. It allows us to immerse ourselves into the cultures and lifestyles of others and leaves lasting impressions that aren't likely to be forgotten.

The tourism industry is the world's largest and most complicated industry and this complexity is because of having a strong bond with social, cultural, political and environmental issues. In the meantime, because of the connection between tourism and the environment together, the effects of tourism in this area are more remarkable.

Ecotourism is a form of sustainable travel that supports the local environment instead of putting more pressure on it and exploiting its resources. It is a complex concept growing in importance more and more each year and if you care about protecting nature and having a positive impact, you should make sure that your travels are done sustainably. It is different from traditional tourism because it allows the traveler to become educated about the areas — both in terms of the physical landscape and cultural characteristics, and often provides funds for conservation and benefits the economic development of places that are frequently impoverished. [1]

Opportunities for ecotourism exist in many different locations worldwide and its activities can vary as widely.

Madagascar, for instance, is famous for its ecotourism activity as it is a biodiversity hotspot, but also has a high priority for environmental conservation and is committed to reducing poverty. Conservation International says that 80% of the country's animals and 90% of its plants are endemic only to the island. Madagascar's lemurs are just one of many species that people visit the island to see.

Another place where ecotourism is popular is in Indonesia at Komodo National Park. The park is made up of 603 sq km of land that is spread out over several islands and 214 sq km of water. The area was established as a national park in 1980 and is popular for ecotourism because of its unique and endangered biodiversity. Activities at Komodo National Park vary from whale watching to hiking and accommodations strive to have a low impact on the natural environment.

These destinations are just a few where ecotourism is popular but opportunities exist in hundreds of more places worldwide. [1]

Due to the growing popularity of environmentally-related and adventure travel, various types of trips are now being classified as ecotourism. Most of these are not truly ecotourism, however, because they do not emphasize conservation, education, low impact travel, and social and cultural participation in the locations being visited.

Therefore, to be considered ecotourism, a trip must meet the following principles set forth by the International Ecotourism Society:

- ❖ minimize the impact of visiting the location (i.e.— the use of roads);
- ❖ build respect and awareness for the environment and cultural practices;
- ❖ ensure that the tourism provides positive experiences for both the visitors and the hosts;
- ❖ provide direct financial aid for conservation;
- ❖ provide financial aid, empowerment and other benefits for local peoples;
- ❖ raise the traveler's awareness of the host country's political, environmental and social climate [2].

Ecotourism is one of the fastest growing sectors of tourism, reporting growths of 10–15% annually worldwide. Unfortunately, this has had many negative consequences. The first of these is that there is no one definition of the term so it is difficult to know which trips are truly considered ecotourism. In addition, the terms

"nature", "low impact", "bio", and "green" tourism are often interchanged with "ecotourism," and these do not usually meet the principles defined by organizations like the Nature Conservancy or the International Ecotourism Society. Ecotourism is also said by critics to have a negative impact on local communities because the arrival of foreign visitors and wealth can shift political and economic conditions and sometimes make the area dependent on tourism as opposed to the domestic economic practices [2].

Ecotourism (also called green/sustainable tourism) can be defined by a variety of travel practices, but it all comes down to a general set of ideas. As an eco-tourist, you decide to travel in a way that shows respect to nature and does not contribute to its degradation. However, ecotourism has its drawbacks but they don't interfere this kind of tourism to be very popular and demanded all over the world.

References:

1. <https://www.thoughtco.com/what-is-ecotourism-1435185>
2. <https://www.zmescience.com/other/feature-post/what-is-ecotourism/>

LIFE-SUPPORT SYSTEMS OF CITIES AS ONE OF THE FOUNDATIONS FOR THE SUCCESS OF THE AGGLOMERATION

Kateryna Kulak, student

Olena Voronina, Senior Teacher, PhD (Economics), Research Advisor

Nina Minina, Teacher, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv.

In the context of rapid development, large cities are centers of human concentration, investment and production resources. Thus, the development of agglomerations becomes common. This scientific issue has been previously studied by such scholars as O. I. Korkuna, M. V. Melnikova, H. S. Gradoboeva, V. M. Osipov, M. S. Kukosh. But the connection between successful development of agglomerations and life-support systems of the cities has not been investigated sufficiently.

Agglomeration is a group form of territorial concentration of populated localities, mainly urban and rural, combined with intense economic, labor, cultural and community connections [1]. Agglomerations allow to expand the productive potential of the city and surrounding areas by combining them into a single system. In this system, transport and any other connections become more established, which helps to improve and accelerate the processes of exchange concerning products, resources, information etc. Today, the creation of agglomerations is becoming one of the most effective tools in development of the country, encourages better living standards, creates strong and stable basis for business development, and increases international market competitiveness of the country.

Thus, it is possible to formulate the characteristic features of agglomeration: it occurs on the basis of a large city (or several cities located close to each other), contributes to the urbanization of territories by joining the nearest inhabited localities; it demonstrates the significant concentration of the various production complexes, such as industry, research facilities, infrastructure, educational institutions, financial institutions (as well as high density of population, involved in the industrial or the cultural and scientific spheres of agglomeration).

Among the consequences of the development of agglomerations there are: formation of broader market for goods and services; development of industrial and social infrastructure (health care, education, utilities, etc.); the concentration of scientific resources and active implementation of innovations is carried out; more active involvement of the skilled workers in the social sector, stimulates scientific and technical progress; providing a high level of free time activities, various types of cultural activities.

Life-support systems of cities show the significant impact on the successful operation and further development of agglomerations. Life support system of the city creates necessary conditions for effective functioning of economic, social, and cultural functioning and development of the city as a one big system.

The main functions of life support systems of the city include providing the necessary conditions for the social and economic life of the population. The infrastructure of life-support systems of the city involves energy supplying companies, housing maintenance, electric public transport, social infrastructure, sanitation enterprises, improvement of public services, hospitality and tourism companies, landscaping. As the basis of agglomeration is a large city with surrounding towns and nearest inhabited localities, the success and speed of development of this agglomeration will directly depend on the level of development of towns and townships that are included in this agglomeration. Thus, it is obvious that the connection between the effectiveness of the life-support system's of the city and the following success of the agglomeration.

Agglomeration is a strategic tool in the integrated development of the territory, which brings benefits both for the city centre (the solution of some city problems: the removal of a part of industry, creation of objects of transport and public service infrastructure, development of recreational bases, etc.) and for the environment (higher level of engineering and technical, social and cultural services and quality of life). Task-oriented development of agglomeration is an important component in regulating of the growth of large centers management in the development of systems of settlement [2].

Not every city can become a part of the agglomeration. The key factor is the geographical location of the city, because it's important for the effective and successful functioning of the agglomeration. It also requires a highly developed transport system for connection with other industrial centres and towns. City utilities (electricity, water, heating etc) play an equally important role in the production process. All industrial capacities are usually located in areas well

equipped with the necessary resources, because it is impossible to imagine production without electricity.

Agglomeration functions as the investor for the city and the surrounding areas. It stimulates the active development of all production processes, attracting foreign companies and investments. In order to draw attention of foreign investors to a definite city and to make them decide to open a subsidiary of their company there, or make them invest in a particular industry, the city needs to have a good image. That means to have a well-developed infrastructure (various cultural institutions, advanced system of healthcare, scientific and educational institutions, etc.), to have industrial and scientific potential, to have good public transport connections (railway, airport, bus routes). In this case, the advisability of investing will not be questioned by foreign companies. The city that has a potential for investment, will have a more rapid development. Life-support systems of the city deal with ensuring set functioning of public utilities, transport development and formation of the good image of the city

Thus, the system of city life is one of the most important factors of the city development, the establishment of its social and economic structure. With the effective functioning of all relevant systems, the city better unlocks its potential, moves to the new levels of its development. The same process will occur with the creation of agglomeration. The better, the faster and the more efficient is the developing of the towns and the populated localities, included into it, the faster and the better it will develop. This agglomeration will be competitive in the international market and will have a steady position as a integral formation in their country.

To conclude, it is possible to say that there is a direct connection between effective development of the agglomeration and life-support systems of the city. They complement each other and stimulate the mutual rapid, promising and effective development.

References:

1. Economic dictionary / Ed.by: Y. S. Zavadskyi, T. V. Osovska, O. O. Yunkevych. – Kyiv : Kondor, 2006.
2. T.Ye. Zinchenko. Land-use management of urban agglomerations. *Innovative economy*. № 6(32). 2012. P.52-56.

SWITZERLAND LIKE AN OBJECT OF TOURISM

Aleksandr Mashevskiy, student

Mariya Pokolodna, Associate Professor, PhD (Geography), Research Advisor

Alisa Strelnikova, Senior Teacher, Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

Nowadays the most popular countries for Ukrainian visitors are Turkey, Egypt, Russia, Poland, Czech Republic, Italy, Hungary and Germany.

However, due to the new visa politics provided for Ukrainian residents, new opportunities appear and this list is going to contain more countries, visited either by holiday makers or by those who travel on business. That is why information about tourism in less visited countries is becoming more and more important.

Tourists are drawn to Switzerland's diverse landscape as well as activities. Most interesting are the Alpine climate and landscapes, in particular for skiing and mountaineering.

Tourism accounted for an estimated 2.6% (CHF 16.8 billion) of Switzerland's gross domestic product.

Tourism begins with British mountaineers climbing the main peaks of the Bernese Alps in the early 19th century. Reconvalence in the Alpine climate, in particular from tuberculosis, is another important branch of tourism in the 19th and early 20th centuries for example in Davos, Graubünden. Because of the prominence of the Bernese Alps in British mountaineering, the Bernese Oberland was long especially known as a tourist destination. The Reichenbach Falls near Meiringen achieved literary fame as the site of the fictional death of Sir Arthur Conan Doyle's Sherlock Holmes. The first organised tourist holidays to Switzerland were offered during the 19th century by the Thomas Cook and Lynn Travel companies [1].

The Jungfrau railway station is one of the major tourist attractions of the High Alps. About one million visitors come there every year. The Jungfrau railway station is the highest in Europe, at an elevation of 3454 metres (11332 ft). The railway runs almost entirely within the Jungfrau Tunnel, built into the Eiger and Mönch mountains.

A total number of 4,967 registered hotels or hostels, offering a total of 240.000 beds in 128.000 rooms. This capacity was saturated to 41.7%, amounting to a total of 38.8 million lodging nights. 14% of hotels were in Grisons, 12% each in the Valais and Eastern Switzerland, 11% in Central Switzerland and 9% in the Bernese Oberland. The ratio of lodging nights in relation to resident population is largest in Grisons (8.3) and Bernese Oberland (5.3), compared to a Swiss average of 1.3. 56.4% of lodging nights are by visitors from abroad (broken down by nationality: 16.5% Germany, 6.3% United Kingdom, 4.8% United States, 3.6% France, 3.0% Italy).

The total financial volume associated with tourism, including transportation, is estimated to CHF 35.5 billion. Although some of this comes from fuel tax and sales of motorway vignettes. The total gross value added from tourism is 14.9 billion. Tourism provides a total of 144,838 full time equivalent jobs in the entire country. The total financial volume of tourist lodging is 5.19 billion CHF and eating at the lodging provides an additional 5.19 billion.

The major airport of Switzerland is at Zurich, main railway connections are to Geneva, Zurich and Basel. The main connection across the Alps is via the Gotthard Road Tunnel and the Gotthard Rail Tunnel.

Most overnight stays in Switzerland are from Germany, United Kingdom, United States, France, China, Italy and other countries of residence [2].

A developing tourist business for Ukrainian residents means taking advantages of the new visa politics. Analysing information about countries, which are not on the list of the most visited ones is really important and Switzerland is one of the countries to see as an active one for Ukrainian holiday makers.

References:

1. wikipedia.org
2. www.planetware.com

GREEN TOURISM

Kate Monastryyova, student

Mariya Pokolodna, Associate Professor, PhD (Geography), Research Advisor

Alisa Strelnikova, Senior Teacher, Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

Today, green tourism is becoming increasingly popular. It's a relatively new kind of tourism. Green tourism, or more precisely, "environmentally sound rural tourism" is the term used in the practice of sustainable tourism that secure the future needs of sufficient environmental, economic, social and cultural resources [1].

Green tourism is a form of eco-tourism development concept. The central features of green tourism are similar to those of eco tourism, such as it is nature-based. However, while eco tourism seems to be targeted at the certain group of population who are keen on learning about natural environment through traveling experience, green tourism seems to be targeted specifically at urban dwellers by suggesting a style of spending one's holiday in country sides, placing an emphasis on recovering from the daily stress by staying close to the nature.

Green tourism is said to have begun in the mountainous regions of Europe when vacant lodges were let to tourists at relatively low rates. There are three phases of the development of green tourism. According to Yamazaki, the first phase took place in the late 1940s when tourism facilities were developed for World War II veterans. During 1960s and 1970s the number of farmers in Europe started to decline rapidly, thus leaving behind a large number of vacant farm houses and other facilities intended for farming. It became popular during that time, to let these abandoned 'farm abodes' to tourists, in accordance with the decline of agriculture in Europe. In the 1980s, more established subsidy systems for farm cottages were introduced across the European countries, especially in Western Europe. The underlying reasons for such subsidies for farmers were intended to put a stop to the depopulation of rural areas, thus helping to revitalize the regions through tourism [4].

The term 'green tourism' was largely used and discussed extensively during the conference concerning rural tourism in the UK. It was held in 1986. A green

tourist was defined as “a well-informed, selective individual from a higher class socio-economic group, taking a second or third holiday in rural areas and often already well- informed, but nevertheless, potentially benefiting from better coordination of provision in the country side” [3]. Green tourism shares the same features as rural tourism, however, it incorporates different behaviors of tourists, when taking into account Jones’s definition. While green tourism takes place in rural areas, the purposes of tourists who engage in green tourism go beyond merely enjoying the natural environment. Green tourists have critical attitudes towards environmentally unsound consumption practices and wish to incorporate this awareness into the way they travel.

Many authors suggest that there is no commonly agreed definition of green tourism. It appears that the very concept of green tourism was shaped when the features of “hard tourism” and “soft tourism” were suggested in 1980. Such concepts were to be used for designing of strategies for tourism development. Furthermore, Becker summarizes the features and the development strategies of “hard tourism” and “soft tourism” [2]. According to Becker, “hard tourism” includes the development required for mass tourism. “Hard tourism” places a strong emphasis on the economic effects of tourism by not necessarily assimilating with the local environment, whereas “soft tourism” seems to concern itself with harmonizing tourism with the local environment and other local factors.

So what is green tourism? We do not seem to find clear-cut definitions in most literatures. One common feature of green tourism in a number of different definitions is that it is a counter-form of mass tourism. The purpose of green tourism is providing insight and concern with the environment, and increasing greater appreciation for nature. The concept of green tourism travel includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, green tourism is also an integral part of promotional activities for reduce, reuse, recycle, energy efficiency, water conservation, and the community empowerment to develop economic activities. The practice green tourism will promote environmental sustainability, culture, and communities on tourist sites visited.

References:

1. Azam, Mehdi and Tapan Sarker (2011). Green Tourism in the Context of Climate Change towards Sustainable Economic Development in the South Asian Region / Azam, Mehdi and Tapan Sarker // *Journal of Environmental Management and Tourism*. Vol 2 (3), pp. 6–15.
2. Becker, C. (1995) *Tourism and the Environment*. In *European Tourism : Region, Space, and Restructuring*. John Wiley & Sons Ltd. West Sussex, pp. 207–220.
3. Jones, A. (1987) Green Tourism. *Tourism Management*, December, pp. 354–356.
4. Yamazaki, M. (1994) Green tourism. *Journal of Rural Planning Association*. Vol.12, no.4, pp. 50–51.

DIFFERENT KINDS OF TOURISM IN MODERN WORLD

Daryna Nechyporenko, student

Mariya Pokolodna, Associate Professor, PhD (Geography), Research Advisor

Alisa Strelnikova, Senior Teacher, Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

Tourism has become an important source of income for many regions and even entire countries. The Manila Declaration on World Tourism of 1980 recognized its importance as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations" [1]. Therefore, tourism is one of the most popular ways of spending free time. It has huge influence on people and their life. On the other hand, there are a lot of different types of tourism and the more types the harder to develop each one.

Nowadays the tourism sphere is actively developing. More and more new types of tourism are appearing. Scholars divide tourism into three types, such as:

Domestic tourism (taking holidays and trips in your own country). An example of domestic tourism for Ukrainian residents would be, a family from Kharkiv taking a short break to the seaside resort of Odessa.

Inbound tourism (visitors from overseas coming into the country). Generally, when we use the term inbound tourism in Ukraine we are referring to the people from different countries travelling to Ukraine.

Outbound tourism (travelling to a different country for a visit or a holiday). When we use the term outbound tourism in Ukraine we are referring to the Ukraine residents travelling out of Ukraine. For example, you are an outbound tourist from Ukraine if you go to Spain on holiday.

Also, tourism has division by UNWTO. The World Tourism Organization is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide [2].

Talking about types of tourism it is prudent to start with nature-based tourism which is very popular nowadays. It consists of ecotourism, marine ecotourism, geo-tourism, agro-tourism and astrological tourism.

The second type is the so-called culture-based tourism. It involves cultural and traditional tourism, historical tourism and rural tourism.

The third type is special interest tourism, which includes health tourism, meditation tourism, ethnic tourism, sports tourism, adventure travel, home or farm stay, incentive travel, MICE (Meeting, Incentive, Conference, Exhibition) and mixed tourism.

Day by day tourism industry is becoming more and more complicated and by reason of enlarging of amount of their types it cannot develop at a steady pace.

So, to sum everything up, traveling is one of the most effective ways to see the world, experience new cultures and meet new people at the same time. For many tourists, however, traveling accomplishes many other purposes that don't even have anything to do with the joy of visiting a new place. This is why there are many different types of tourism that explain why tourists choose a particular destination and the things that they expect to do when they are there, but it has many types, which cannot develop equally.

References:

1. <https://web.archive.org/web/20121120180003/http://www.univeur.org/CMS/UserFiles/65.%20Manila.PDF>
2. <http://www2.unwto.org/content/who-we-are-0>

PROSPECTS OF HOTEL INDUSTRE DEVELOPMENT IN UKRAINE

Kristina Obidihina, student

Radu Makoviei, senior lecturer

O. M. Beketov National University of Urban Economy in Kharkiv

The tourism industry is a set of disciplines connected with tourism (hotels, tourist complexes, campsites, motels, boarding houses, restaurant enterprises), which provide tourists with both accommodation and catering. With the increase in the number of tourists, the tourism infrastructure and its main component namely, the hotel sector, are rapidly developing. In modern conditions, hotels are forced to fight for recognition and respect, and if there is an opportunity to achieve it, the latter strive to expand their business [1].

The hotel business in Ukraine is characterized by dynamic development and becomes an important factor in the country's cultural and economic progress. On the one hand, the infrastructure of accommodation establishments in Ukraine doesn't comply with the international standards of living and recreation: the insufficient number of hotel enterprises, a small number of high-class institutions, lack of skilled professionals, the material and technical base is obsolete and requires modernization, there are no modern means of communication as well as information communication, effective and reliable protection systems, which is a prerequisite for obtaining a high level of service quality [2]. On the other hand, the hotel industry is the one with a growing level of competition on the hotel services market. Despite the complicated formation of market relations, in recent years many new hotels have been opened in Ukraine, people put up at hotels more often, and the number of travelers has increased. All these factors contribute to the improvement and expansion of hotel chains.

Until recently, the hospitality industry hasn't been considered as one of the most effective areas of economic development. We have got accustomed to the idea, that hospitality is a form of leisure, but not an important part of budget

enrichment. Now, the Ukrainian market of hotel services is approaching saturation with respect to five and four star hotels sector. However, the level of three star hotels in Ukraine is incomplete.

The issue of service standardization remains a problematic one as a result of non-compliance of both the Ukrainian and European standardization systems. According to preliminary estimates, 80% of the tourist infrastructure requires repairing and refurbishment. In addition, there is almost no increase in business activity in the hotel sector of Ukraine, the delay in development of national companies can lead to filling up the market by foreign hotel operators. But the Western investor doesn't tend to occupy the hotel sector of Ukraine without the active participation of Ukrainian companies. Thus, the above-mentioned conditions complicate and slow down the activity of the hotel industry, but it is here that the national hotel operator can make use of the advantage of being aware of the features of national legislation.

The promising trends in the development of the hotel services market in Ukraine are as follows:

1. Development of conference services. Ukrainian and international companies tend to hold their meetings, award ceremonies, receptions, banquets, training events in hotels;
2. Establishment of hotel enterprises with a distinct specialization in sports and recreation, congress tourism and centers with gambling attractions;
3. Promoting the creation of new vacancies and the extension of temporary employment in the field of tourism;
4. Creating safe conditions for realization of a tourist trip, personal pikes for tourists, providing the latter with medical, technical and legal assistance;
5. Formation of international hotel chains, development of a network of small enterprises;
6. Development of a segment of low-cost hotels with affordable prices for the middle-class group;
7. Activation of the hospitality domain in the most attractive tourist regions, namely the Crimea, the Carpathian Region and the Azov-Black Sea. This will result in high profits only when modernization of respective institutions in these regions is implemented;
8. Introduction of new resorts, based on the creation of small businesses in the field of hospitality, namely family hotels, boarding houses and specialized accommodation facilities. In the tourist centers with famous historical and architectural monuments it is visiting castles, palaces and housing, estates.

The hotel business in Ukraine can be considered to be a promising one. Firstly, there is an increase in both the domestic and foreign business tourism. Secondly, an increase in the population's prosperity in Ukraine leads to an enhancement in the number of travelers, which causes the need to increase the number of accommodation facilities. Thirdly, Ukraine, which declared its integration into the European space, becomes attractive to Europeans [4].

References:

1. Kovezhnikov VS Organization of hotel and restaurant business: teaching. manual / VS Kovezhnikov, MP Malskaya, X.Y. Roglev - K.: Condor, 2015. - 752 p.
2. Malskaya MP, Pandyak I.G. Hotel business: theory and practice. Textbook. 2nd appearance. recycling and add - K.: Center for Educational Literature, 2012. - 472 p.
3. State Service for Tourism and Resorts [Electronic resource]. - Mode of access: <http://tourism.gov.ua>.

THE ROLE OF INNOVATION IN TOURISM INDUSTRY DEVELOPMENT

Karine Petrosian, student

Radul Makoviei, Senior lecturer

O. M. Beketov National University of Urban Economy in Kharkiv

How can we define the term «tourism»?

Tourism is the business of providing services such as accommodation, entertainment, transport, promotion and management.

Tourism is one of the most important service industries. This industry requires modern methods for customer service. Innovations in the tourism industry are mainly set one's sights on the formation of a new tourist product. The introduction of innovations will improve the competitiveness of tourism organizations and the industry as a whole. Creation of innovations in tourism will increase the growth of consumer demand in the market of tourist services. For developing of the tourism industry should be created new tourist routes, products, services.

Tourism industry should use the attainment of science, IT-technologies, the introduction of which will increase the employment of the population, increase the socio-economic development and tourist attractiveness of the country and regions. For obtaining innovations in tourism industry should occur changes in other industries such as economics, IT-technology. For example, to deny the old habit of booking a tour by fax and switch to an on-line booking system that allows you to receive instant confirmation of the tour.

The following categories that determine the degree of innovative development of tourism:

- market competition;
- the level of development of science, political and economic stability;
- personnel;
- resources (natural, industrial, financial, scientific and technical, technological, infrastructure) [1].

To build an effective innovation development methodology, it is necessary to evaluate the whole range of indicators related to the service sector, taking into account the historical and local conditions for the development of a particular

tourist destination, conduct a comprehensive analysis of the state of tourism resources, and classify innovations in tourism [2].

References:

1. Gershman M. A. Innovative management : tutorial. – M. : Market DS, 2008. – 200 p.
2. World Tourism Organization website [Electronic resource] – Access mode: www.unwto.org.

DECEIT VERIFICATION IN BUSINESS COMMUNICATION

Viktoriya Petruk, student

Natalya Naumova, Associate Professor, Research Advisor
Zaporizhzhia National University

Lies have no nationality, over time it has become internationally. Not all lies are harmless - in most cases even a small lie in business communication between people can create big problems. Building a good dealing on deception is very problematic, so managers need to know how to recognize a partner's lie. Before blaming a person for lying, it is necessary to know how he behaves in a normal situation. Then closely monitor his facial expression, movements and character of speech. Liars can betray: frequent pauses in conversation, use of repetitions, asymmetry of facial muscles, rapid change of emotions, active use of gestures. The following methods which will be describing are the most effective according to experts in business communication.

Firstly, it is worth mentioning the dry throat. If a conversation without strong emotions and suddenly notice that interlocutor begins to swallow spit and lick his lips on the next specific and direct question. This may indicate that it is a lie. When a person lies, he may have fear. If the fear is intense enough, there will be an adrenaline rush, at which a person's throat will dry up. It is important to understand that this is only the body's reaction to the emotion of fear, which in certain conditions can be a sign of lies. However context is important. For example: it is clear that if a subordinate is afraid of his boss, then such signs may appear, even when he is telling the truth.

Secondly, disconnect is to be pointed out. During conversation it is noticed that the person has disconnect reaction to specific question: interlocutor closed his eyes for half a second. It is important not to confuse it with a banal blinking of the eyes. If there is uncertainty, translate the topic, ask other neutral questions. And then go back to the topic. If the reaction continues, it is likely that it is lying. Thus, a person tries to close eyes disconnect on a hot issue.

Thirdly, a sharp change in the position of the head. If a person suddenly moves his head when asking him a direct question, he may be lying about something. In such cases, the head leans back or lifts up, leans forward or leans to the side. This often happens right before a person has to answer a question.

In conclusion, summarizing all the above it should be underlined that when communicating with a potential deceiver start it is not necessary to rely on only one mark of deception, there must be several of them. Facial expressions must be accompanied by appropriate intonation, words and gestures. Even considered only the face, it should not judge by individual manifestations, if they are not repeated or, better yet, not confirmed by other expressions.

References:

1. <https://ideanomics.ru/articles/4439>
2. <https://psyfactor.org/lib/liar3.htm>
3. <https://www.inc.com/bill-murphy-jr/how-to-tell-if-someone-is-lying-10-tells-and-clues.html>

THE IMPORTANCE OF A MOTIVATION SYSTEM FOR EMPLOYEES OF THE LOGISTICS DEPARTMENT IN EUROPEAN COMMUNITY

Maria Prascheruk, student

Dana Strelchenko, research advisor

P. Vasulenko Kharkiv National Technical University of Agriculture

Each manager would like to have responsible and hardworking employees working at his enterprise. Unfortunately, you will not get too far basing enthusiasm only. Hence any initiative needs material encouragement.

The vague terms of fair and understandable system of motivation should be clarified. Many company executives react negatively to the word "motivation". Unfortunately, the phrase "staff motivation" is often associated with some kind of coaxing the company's employees, who never "come to work on time", "work somehow" and are completely "non-initiative". In turn, employees have a well-established idea that they will get their salary just for 'going to' work. And the size of the company's profits for a certain period of time does not affect their remuneration. Accordingly, there are no serious reasons for working hard at work. To connect the dots, a commercial company is gradually turning into a budget organization in which no one is responsible for anything except, of course, the owner of the company. He actually "responds" with his profit, which gradually begins to decline.

To clarify the question, all personnel functions should be clearly defined. Their implementation must be constantly monitored. Functions should be formalized so that they can be, measured, and additionally to fix the degree of implementation. Every employee should always understand what he will get for enhancing the performance indicator. [2]

To hone the organizational peculiarities of structure of the company it should be noted that the shortcomings of any organizational structure increases the company's total market costs for several reasons: duties and responsibilities do not

correspond to each other; staff motivation is associated with costs and revenues only.

Thus, it is obvious that the organizational structure of any European company should be both transparent and logical indeed. The peculiar coordination of budget, structure and motivation must be rigid; otherwise we cannot say that we manage the processes of occurring in the company. The structure of the company should be determined primarily by the distribution of responsibilities. Responsibility without strong and reasonable urge is absolutely ineffective. [3]

Side with responsibilities, they are the functions that ultimately affect the budget whereas motivation is determined by responsibilities and is structured in such way that determines responsibility in monetary terms. [1]

In addition, the company must have a system for measuring the performance and assessment for each employee. For the performance of their duties, each employee must be responsible, that is, responsibility must flow from duties. After all, in the end, a set of responsibilities determines the structure of the company.

The second component necessary for the development of the structure of the company that meets the main goal is assessment. It is equivalent to determining whether you work well or poorly, and is determined by how much money you save to the company for the certain period of time. Assessment is determined according to your contribution to the creation of the company's profits. As a result, it is associated with the money of the organization. And we are talking about the budget, which meets all the laws of the construction of management (actual) accounting.

The urge for employees is absolutely necessary as this is an objective incentive for each employee to squeeze out of their job responsibilities maximum efficiency in their work; this is the ability to minimize costs by increasing efficiency; finally, this is the ability to maximize profits. [3]

The system of motivation and urge, being part of the organizational structure of the company, requires wherewithal development. It consists of the following steps: the evolution of job responsibilities of all company employees; supple building of a management accounting structure; the promotion of criteria for the performance of official duties related to management accounting items.

The development of motivation criteria is inextricably linked with the construction of a corporate information system. Its structure should correspond to the organizational structure of the European enterprise and ensure effective management accounting. [2]

To conclude, it is unlikely that it will be possible to create a system of motivation immediately and, therefore, a system of perfect assessment of quality work. But, undoubtedly, by the method of successive approximations after a certain period of time, it will be possible to understand the structure of the principles formulation for constructing an assessment and urge system and how communication is carried out efficiently with expenditure items. The system of assessment of employees' good work with certain regularity will inevitably change, so their adjustment must take place in working mode.

References:

1. <https://content.wisestep.com/encourage-employees-work-harder-tips/>
2. <https://www.investopedia.com/articles/02/062602.asp>
3. <https://betterhumans.coach.me/how-to-motivate-your-people-through-change-7f7f94586790?gi=9dccc944a1c6>

INTERNATIONAL BODY LANGUAGE DE CODE

Anna Shepliakova, student

Natalya Naumova, Associate Professor, Research Advisor
Zaporizhzhia National University

Each country has its own non-verbal means of communication. In the same time there are international gestures that do not depend on cultural characteristics and are understood the same everywhere. Analyzing the performances of famous personalities, audience can understand their intentions and whether they are telling the truth. Businessmen, politicians and actors know the secrets of body language to effectively influence the audience.

A striking example is Donald Trump – the President of the United States and a well-known businessman. His distinctive gesture is a handshake. By following them, it is possible to draw conclusions about how people relate to each other. To squeeze a hand and for a long time not to let go symbolizes about sincere sympathy. A more neutral and restrained handshake the interlocutors are poorly now. A very strong handshake can knock a partner out of a rut.

A characteristic gesture of the Portuguese football player - Cristiano Ronaldo is a nod. This gesture is a way to achieve mutual understanding and trust. Twitter founder Jack Dorsey tilts his head down during his interviews and supposedly closes his eyes. This can be a sign of concentration and listening to yourself. If the speaker raises his eyes it speaks of fantasizing, which is not the most successful gesture.

The founder and chairman of the Alibaba Group board of directors, Jack Ma, underlines every word with a gesture. In this the pressure and confidence are read, but there is no place for dialogue with the audience. Billionaire Mikhail Friedman demonstrates self-confidence and his social status with his legs crossed.

In conclusion, it can be added that knowing how to decipher the gestures of famous people, as the way to learn a lot about their thoughts, intentions, restraining the true movements. A feature of the body language is that its manifestation is due to the impulses of our subconscious, and the lack of the ability to fake these impulses allows us to trust this language more than the usual, verbal way of communication. Forging and imitating body language over a long period of time is difficult, but it is useful to learn how to use positive, open gestures to successfully communicate with other people, and to get rid of gestures that have a negative tinge.

References:

1. Gallo C. The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience;
2. Van Edwards V. Human Lie Detection and Body Language 101: Your Guide to Reading People's Nonverbal Behavior.

UDC 332:338.48:640.4

MONITORING OF FINANCIAL AND ECONOMIC SAFETY OF HOTEL INDUSTRY ENTERPRISES IN THE CONTEXT OF DEVELOPMENT OF THE REGION'S TOURIST SECTOR

Veronika Veretennykova, student

Nataliia Bogdan, associate Professor, Doctor of Science (Economics), Research Advisor

Olena Iliencko, associate professor PhD (Philology), Language Consultant
O. M. Beketov National University of Urban Economy in Kharkiv

In the conditions of integration of economy of Ukraine into the world economic space and in line with the globalization of the tourist services market, studying of the prospects for functioning of tourist enterprises as well as the directions for effective using of financial resources is of paramount importance. Positive trends in the development of the tourism sector are closely linked to intensive integration ties, increasing standards of living, large-scale investment, and increasing mobility of the population. With the moving the borders of the European Union to Ukraine, additional opportunities for the long-term development of tourism and recreation industry have been created. An important component of tourism is the hotel industry. The hotel industry is beneficial from all sides (direct or indirect) for the regions involved in this process.

In the conditions of strengthening regionalization and decentralization of power in the regions of the country, the hotel business, on the one hand, becomes an effective means of forming a market mechanism of management, the receipt of significant funds to the budget, creation of highly-paid jobs, and, on the other, improving the quality of life of the Ukrainian citizens. In order to ensure the effectiveness of such a process, the need to improve the quality of the processes of organization and management of the hotel industry in the regions, the provision of development of enterprises of the hotel complex in terms of ensuring their financial and economic security is obvious.

In connection with this, the problem of financial and economic security of hotel enterprises and its monitoring becomes more and more acute. This is due to the increased competition in the market, lack of financial resources to maintain the liquidity of the enterprises, a large number of unprofitable and bankrupt enterprises,

as well as the need for their constant adaptation to modern conditions of management.

The significant theoretical and methodological basis for the study of the financial and economic security of the enterprise is the works of such foreign and domestic scientists as Yu. Altukhov, A. Berlach [1], I. Blank [2], Z. Varnalius [3], V. Heyets [4], V. Karkavchuk, A. Kozachenko [5], N. Kurkin, A. Lazarenko, V. Ponomarev, V. Senchagov, T. Shlemko, V. Shlikov, J. Shumpeter and others.

Every hotel industry enterprise faces the problems of inherent financial and economic security not only in times of crisis, but also when functioning in a stable economic environment, although the complex of the target tasks solved differs substantially.

The process of monitoring and diagnosing the level of financial and economic security of the enterprise includes the following steps:

- 1) selection of the effectiveness criterion of financial and economic security, which characterizes the degree of the enterprise approaching to the state of safety;
- 2) construction of a set of indicators of financial security;
- 3) definition of the threshold levels of the indicators;
- 4) monitoring of the selected indicators and comparing their actual levels with the threshold ones;
- 5) determining the integral level of financial security of the enterprise using the selected indicators.

A stable level of financial and economic security, timely monitoring of the threats, observance of the principles of financial and economic security of hotel industry enterprises, will promote a successful development of the hotel complex at the regional and national levels, as well as provide a high degree of competitiveness of the tourist sector of Ukraine at the international market.

Ensuring financial and economic security of the hotel industry enterprises is a determining factor and a factor of improving the quality of hotel and tourist services, developing the efficiency level of tourism enterprises in general, increasing the level of return from their operation to the economy of the region and the state, regional and state budgets.

References:

1. Berlach A. I. Business Security [Text]: Teach. manual / A. I. Berlach. – Kyiv : University "Ukraine", 2007. – 280 p.
2. Blank I. A. Management of financial safety of the enterprise / I. A. Blank/ – Kyiv : M.P. "ITEM", 1996. – 345 p.
3. Economic security: teaching. manual / [ed. Z. S. Varnalia]. – Kyiv : Knowledge, 2009. – 647 pp.
5. Modeling of economic security: state, region, enterprise: [monograph] / V. M. Heyets, M. O. Kizim, T. S. Klebanova, O. I. Chernyak and others; ed. V. M. Heyets. – Kharkiv : "INGEC", 2006. – 240 p.
6. Kozachenko G. V. Economic security of the enterprise: the essence and mechanism of provision: [monograph] / G. V. Kozachenko, V. P. Ponomarev, O. M. Lyashenko. – Kyiv : Libra, 2003. – 280 p.

SECTION 3

MODERN DEVELOPMENS OF ECONOMICS AND FINANCIAL SECURITY

THE PROBLEM OF YOUTH EMPLOYMENT

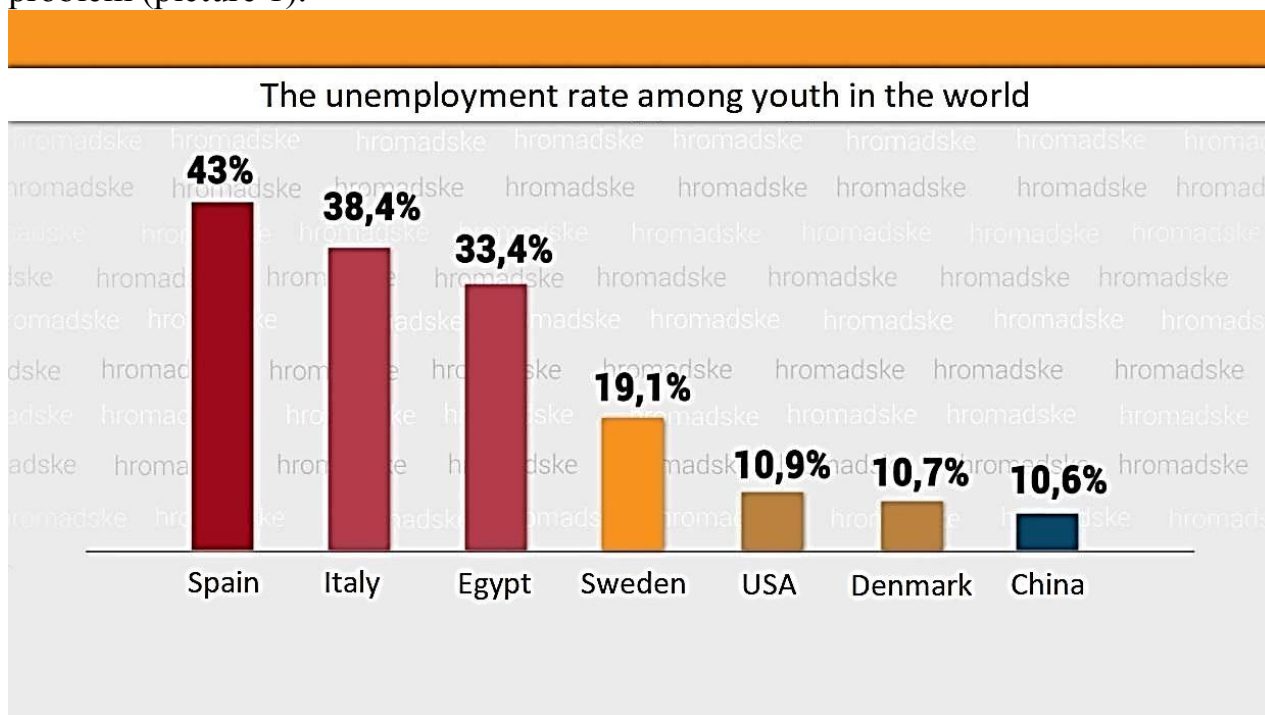
Anna Baidakova, student

Hanna Rybak, Senior Teacher, Research Advisor

Yuliia Maksymenko, Teacher, Language Consultant

O. V. Beketov National University of Urban Economy in Kharkiv

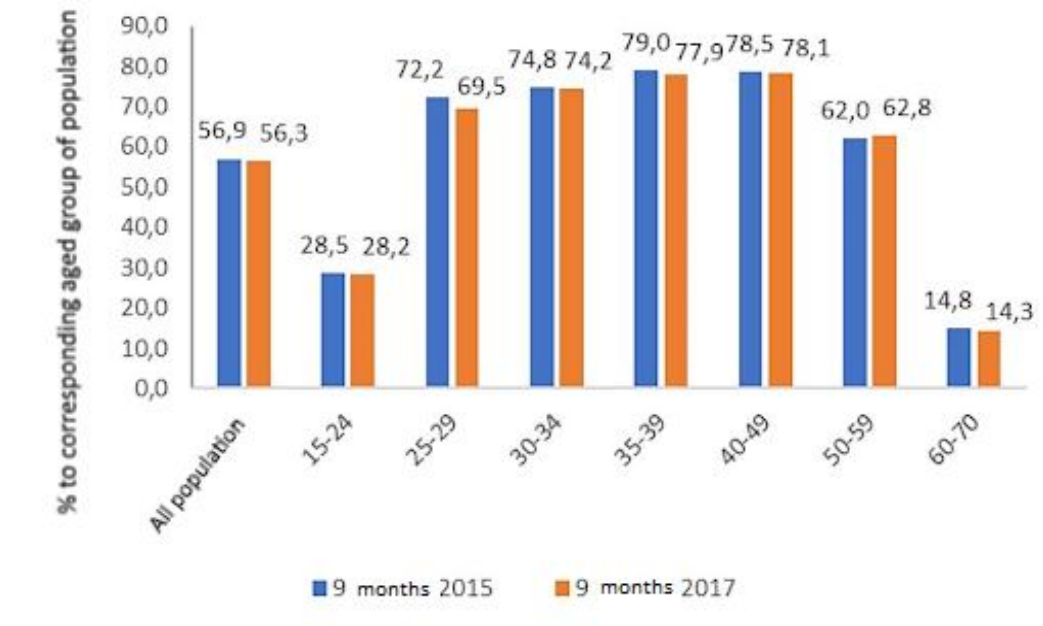
The problem of employment of young people worries every country in the world, because labor capital is one of the main factors of production of any country. But only the high-qualified workforce form it. Young people who have a certain education, but have no experience, are not in demand among the producers, as a workforce. According to the unemployment statistics of young people in the countries of the world, in Spain, the unemployment rate of young people in 2017 reached 43% in 2017, in Italy 38.4%, which indicates the seriousness of the problem (picture 1).



Picture 1. The unemployment rate of young people in the world in 2017.[4]

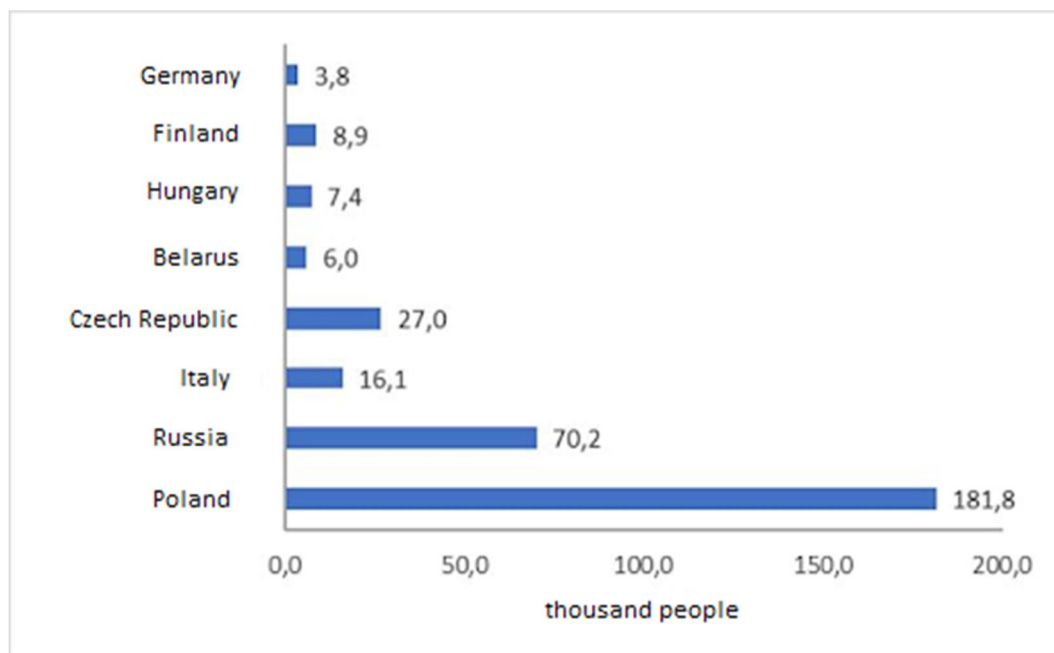
In the conditions of the crisis in Ukraine, the problem of unemployment is very relevant especially among young people, according to the State Statistics Service, in 2017 the number of unemployed young people aged 15-24 was more

than 15% of the total unemployed population of Ukraine and 18.9% of the economically active population of the corresponding age (picture 2).



Picture 2. The population of the ILO by age groups in Ukraine during the 9 months of 2015-2017.

After analyzing the statistical data, we can conclude that the level of working-age population tends to decrease. This situation causes the outflow of workforce from the country. Migration of the labor force reduces labor capital of the country and increases the burden on the able-bodied population, worsening its socio-economic situation (picture 3).



Picture 3. Distribution of labor migrants from Ukraine by countries of stay in 2015-2017

The analysis of the labor market of Ukraine makes it possible to distinguish the following causes of youth unemployment:

- the global financial and economic crisis, which had a negative impact on the labor market of Ukraine, which resulted in an increase in the number of unemployed among young people,
- imperfection and inconsistency of the law on youth employment with modern economic, political and social realities,
- labor migration,
- imbalance between demand and supply of specialists in the labor market,
- the gap between the requirements of employers and the level of training of young graduates of higher education institutions,
- the imperfection of the territorial structure of Ukraine's economic development.

Directions of solving of the above problems should be:

- realization of state and regional employment programs;
- promotion of self-development and self-employment of youth;
- establishing a balance between the flexibility of the labor market and the protection of workers;
- creation of economic conditions that would encourage employers to recruit young and inexperienced workers by encouraging them in the form of grants, tax breaks, especially those companies providing the first job and introducing the practice of booking workplaces for future graduates;
- promoting the creation of conditions for youth entrepreneurship;
- increasing the volume of retraining of specialists.

Thus, we can conclude that the modern labor market in Ukraine has a complex of socio-economic problems that negatively affect the employment of young people. The problems outlined have specific features for different regions and types of economic activity. In these conditions, public administration bodies should introduce effective mechanisms for promoting youth employment, which will enable them to solve the issue of employment of this category of people, especially at the first place of work, will promote decent living conditions and wages, professional growth, etc. The implementation of this program should begin with reforming the education system by adapting it to the needs of the market and enhancing cooperation between educational institutions and private business. In the process of implementing these measures, it is appropriate to pay significant attention to promoting employment at the regional level, especially in rural areas.

References:

1. Malyshevcka I. A., Fedotova T. A. PhD (Economics). Web-source of scientific conferences [Internet source]. URL: http://www.confcontact.com/20111222/6_malishevcka.php(date of treatment 22.03.2019)
2. Vovk T. Educational Centre Kyiv. [Internet source]. URL: <https://stimul.kiev.ua/articles.htm?a=problema-trudoustroystva-i-emigratsii-molodyozhi-v-ukraine>(date of treatment 22.03.2019)

3. Web-journal 'Fakty style' [Internet source]. URL: <https://www.segodnya.ua/lifestyle/psychology/situaciya-na-rynke-truda-v-ukraine-kto-riskuet-ostatsya-bez-raboty-i-komu-legche-trudoustroitsya-762279.html> (date of treatment 22.03.2019)
4. Державна служба статистики. Офіційний сайт [Internet source]. URL: <http://www.ukrstat.gov.ua> (date of treatment 22.03.2019)

UDC 649.1

THE FORMATION OF SOUTH KOREA AS AN ECONOMICALLY HIGHLY DEVELOPED COUNTRY

Polina Konovalova, student

Alena Voronina, Senior Teacher, PhD (Economics), Research Advisor

Liudmyla Sumeiko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

South Korea is a highly developed industrial and agrarian country possessing one of the leading places in the world. The industry of Korea has been developed rapidly for the last decades and has shown a good dynamics of growth.

The state is a large-scale producer and exporter of vessels (tankers, container ships), electronics (TVs, computers and accessories, information systems, optical and electronic equipment), motor transport.

Korea was characterized by low standards of living in post-war period: absence of national resources, poor agriculture because of peculiarities of the territory and the climate, and no industry. But it managed to become one of the most highly developed and richest countries of the world for a short period of time.

GDP per capita in constant prices (excluding inflation) on the parity of purchasing capacity (PPC) has increased 25 times for 50 years (1960-2010) and it is 30,9 thousand dollars per capita nowadays. Different factors influenced such rapid development of South Korea:

- **Orientation on export.** Economic development has become the prior aspect of the country. The tariffs for export have been decreased and the main stress has been made on the export increase by stimulating and encouraging entrepreneurs-exporters. The business fulfilling established export quotas got an access to subsidized credits. It resulted in the increase of export from \$55 million in 1962 to \$1,6 billion in 1972, and the annual GDP growth was 9-10% and sometimes even 14%.

- **The most important resource – people.** The country concentrated on its only resource – people. All efforts were directed to the increase of the educational and professional levels. A great number of highly qualified engineers and workers have been trained and became the basis for the economic growth.

- **Chaebols as the main peculiarity of Korean economy.** Economic progress of South Korea can be hardly imagined without large – scale

conglomerates called “chaebol”. About thirty Korean chaebols are known all over the world; their main economic indexes are announced every year. So, in 1998 they all amounted 46% of all sales of South Korea in the field of industry. It is a group of independent companies being the property of one family with the single administrative and financial control. The traditional principle of inheriting the power guarantees stability which is considered to be an important factor of “Korean miracle”. The most famous chaebols are Samsung, LG Group, Hyundai, SK Group, Daewoo, Lotte. The most famous Korean corporation “Samsung” has been owned by one family Li from the day of its foundation in 1938.

These are just some factors that influenced the rapid economic development of South Korea greatly.

The experience of creating export oriented economy may be useful for Ukraine and its economic development. The experience of South Korea on improving the financial system of the state in 1961-1962 is very important for Ukraine. Temporary control over the prices for some goods has been introduced and customs-tariffs policy aimed at the defense of its own production. According to the program of financial stabilization the government of South Korea limited the maximum sum of bank loans and the import of foreign goods and stabilized the reserves of foreign currency in 1964.

All these goals could not be achieved without combining the model of economic development of a Western type with traditional values of people. Despite constant liberalization in the country it is difficult to state that South Korea moves to the democracy of a Western type irreversibly. Western criteria can be used very carefully. Some traditions in the country are to be improved in many ways.

So, South Korean phenomenon can be taken as an example only by a country oriented on the balanced solution of social, economic and political problems and with the confidence in the diligence of its people. Ukraine can choose this way in case of taking into account its unique potential and creating an appropriate climate in the society.

References:

Website: <https://voxukraine.org/ru/koreya-prichiny-grandioznogo-rosta/>

AN APPROACH FOR IMPLEMENTATION OF E-DECLARATION OF FOREIGN TRADE GOODS IN UKRAINE

Valeriy Levada, Senior Lecturer, Special Customs Title: I-rank Tax and Customs Adviser

Illya Tolmachov, Lecturer

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economics in Kharkiv

Novadays, it is impossible to imagine the work of customs authorities without a strong information and technical support. E-document administration has become an integral part of electronic interaction, both with participants of foreign economic activity, and customs authorities of foreign countries.

Modern information technologies allow to form corresponding services for participants of foreign economic activities and for the state bodies that serve foreign trade turnover, as well as promote the development of architecture of the information bases and mechanisms of their interaction, which, in turn, minimizes the influence of the state bodies on the foreign economic activity and the possibility for abuse of their employees.

The use of information technology in the activities of modern customs improves and facilitates the process of customs clearance and customs control, increases the throughput capacity of the checkpoints at the state border. The information system of customs bodies is one of the largest information systems in the country. The general state of modern information technologies development in the customs authorities is limited by the possibilities of information infrastructure and quality of data transmission channels. Many crossing points, especially at remote borders, use a low-speed data link with the use of satellite equipment.

Important priorities in the use of information technology for the field of foreign economic activities (FEA) is introduction of a comprehensive risk management system and development of e-declaration systems (Cantens, 2015, Kęsek, R., Boroda, M., & Jóźwik, Z., 2016, Gwardzińska, 2012, Komarov, 2016, Kostenko, 2016, Maksimova & Sagaryova, 2014, Nelipovich, 2018). The role of information technology was highlighted in the International Convention on the Simplification and Harmonization of Customs Procedures (Hoffman, 2018, Jablonskis, Petersone & Ketners, 2018, Kyoto Convention, 1978), which:

- provides the maximum practical use of information technology;
- considers information technologies as one of the principles of customs clearance, implementation of which facilitates simplification and harmonization of customs procedures;
- establishes a standard rule for the use of information technology and electronic communication to improve customs control.

Current Ukrainian legislation provides two following ways of declaring

goods in an electronic form, which are different from the procedure for the transmission of electronic information:

- data transmission with the help of a direct link between the customs authority and the declarant through the information terminal when the latter is connected to the local computer networks of the Unified automated information system of the State fiscal service of Ukraine (in case of providing a customs declaration in paper form, introduction of its electronic copy can be also carried out with the help of an information terminal);

- submission of the information in an electronic form using Internet to the customs authorities.

Implementation of the e-declaration of goods procedure allows to form the necessary conditions for the application of information technologies at a qualitatively new level and ensures implementation of e-document administration between customs and foreign economic entities using the e-digital signature mechanism.

The electronic form of declaration is focused on the implementation of a unified algorithm of automated processing of the information declared in the customs declaration, at the level of customs with the implementation of automated format-logical control, risk analysis and issuance of various warnings for officials of customs authorities, carrying out customs control and customs clearance of goods. The positive result of the application of e-declaration of goods is confirmed by the experience of customs authorities of the majority of the foreign countries.

E-declaration of foreign trade goods of business entities allows to optimize the time and cost of business, creates favorable conditions for the development and acceleration of trade, reduces the differences between the customs procedures of the EU countries.

An analysis of the practice of customs services in Europe testifies that from year to year they gradually deviate from fiscal functions and are increasingly focusing on creating the most favorable conditions for the development of foreign trade, as well as protective work. These steps are an objective consequence of the creation of a transparent customs legislation, a controlled market and the transparent operation of enterprises in these countries. Recent developments, in particular regarding e-declaration, also indicate that the Ukrainian state will sooner or later come to this.

Therefore, the simplification of customs control and customs clearance through the application of e-customs declarations, brings customs procedures in Ukraine closer to European and world standards and significantly facilitates the work of law-abiding entities of foreign economic activity. With regard to the customs services the systemic simplification of customs control procedures moves the attention of customs authorities towards a selective control of goods. In this case, analysis and risk management are of particular importance. Active work in this area of specialists of the relevant departments and specialized customs offices of State Fiscal Service of Ukraine ensures the effectiveness of e-declaration using, promotes the development and introduction of new technologies for the provision

of services to economic entities, selection and management of requests during the customs clearance of foreign trade cargoes in an automated mode.

References:

1. Cantens, T. (2015). Mirror analysis: Customs risk analysis and fraud detection / T. Cantens // *Global Trade and Customs Journal*, 10(6), 207–216.
2. Gwardzińska, E. (2012). The standardisation of customs services in the European Union / E. Gwardzińska // *World customs journal*, 6(1), 93–99.
3. Hoffman, A. J. (2018). Characterization and modelling of a customs operation.
4. Hoffman, A. J., Grater, S., Venter, W. C., Maree, J., & Liebenberg, D. (2018). An explorative study into the effective-ness of a customs operation and its impact on trade.
5. Jablonskis, A. (2018). Insights into the Definition of Customs Logistics / A. Jablonskis, M. Petersone, & K. Ketners // *Intellectual Economics*, 12(1), 16–33.
6. Kęsek, R. (2016). Addressing security risks at the Ukrainian border through best practices on good governance (Vol. 129) / R. Kęsek, M. Boroda, & Z. Jóźwik, // IOS Press.
7. Komarov, O. V. (2016). Risk management systems in Customs: The Ukrainian context / O. V. Komarov // *World Customs Journal*, 10(1), 35-44.
8. Komarov, O. (2016). Customs control and risk management system on the example of the Ukrainian customs / O. Komarov // *Customs Scientific Journal CUSTOMS*, 6(2), 85-97.
9. Kostenko, A. O. (2016). Mitniy postaudit v Ukraïni: suchasniy stan ta shlyakhi vdoskonalennya / A. O. Kostenko // *Yekonomika ta derzhava*, (7), 94-98.
10. Kyoto Convention, 1978.
11. Maksimova, V. F. (2014). Post-clearance control in integrated border management / V. F. Maksimova & D. O. Sagaryova // *Aktual'ni problemi ekonomiki*, (6), 403-412.
12. Nelipovich, O. V. (2018). Normativno-pravovyye zabluzhdeniya upravlyayut mitnymi rizikami v Ukraine.

UDC 649.1

JACQUE FRESCO. RESOURCES- ORIENTED ECONOMY

Anastasiya Mamicheva, student

Alena Voronina, Senior Teacher, PhD (Economics), Research Advisor

Liudmyla Shumeiko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

The increase of tasks and scientific information causes the appearance of common threats exceeding the bounds of one state. Overpopulation, shortage of water and energy, environmental pollution, economic catastrophes, spreading of uncontrolled diseases and excluding of human labor with machines threaten everybody. In spite of the fact that most people try to soften the existing state, our social and environmental problems remain urgent while just several powerful states control and consume larger part of world resources causing hunger, terrible wars and extinction of certain groups of population.

An alternative version of world economy incomparable with any of the existing economic systems was suggested by Jacque Fresco and his team in 1994.

He foresees the nearest future, when money, politics, personal and national interests will be outdated.

The main idea of the project is the introduction of the economy oriented on resources when the technologies are used not for profit but for increasing living standards for all the mankind. In his opinion, our planet is a well of inexhaustible resources, able to provide all mankind with everything necessary. The main problem lies in correct distribution of these resources. And the source of all human problems is commodity circulation, the law of cost and money itself.

The main aims of the project are:

1. To prepare people for changes (from the intellectual and emotional points of view).

2. To increase the level of education for all people, to encourage creative potential and develop individuality.

3. To recognize the fact that the resources of our planet belong to all people. Mankind has always existed in the conditions of deficit, that is why resources accumulation has always been important and even necessary. The surplus of any kind of resources leads to its devaluation. Such things happened to aluminium. It could be bought only by owners of great capital until people learned to get it easily, fast and with low expenses. When goods are accessible without limit or a price-list, nobody will steal them and keep in warehouses without use.

4. To abolish borders between states.

A good example can be observed in the North America. After uniting some of its states all territorial arguments ended and there was no need in frontier posts. Such actions should be taken on a global scale, as well as in scientific and engineering that will serve the people's welfare all over the world.

5. To shift from money, corporations and governments with their money oriented national economies to the worldwide resources oriented economy.

As Fresco stated, the capital owners would resist such changes. In conditions of production automation necessary for the competitiveness, machines will displace millions of working places. It will affect not only workers, but also doctors, engineers, architects etc. When purchasing capacity decreases all the industry depending on these people will stop functioning. It will lead to the end of the monetary system.

6. To stabilize population growth on the planet (voluntary birthrate control).

Jacque Fresco studied social and demographic problems and considered that full awareness in making decisions would demonstrate a great difference between the contemporary society and the one of the future. He believed that such society would be able to plan a family not under the influence of traditions and the government but on the basis of knowledge about the dynamic balance in nature.

7. To restore the environment.

8. To make all the existing material objects ecologically clean.

9. To introduce renewable sources of energy.

10. To produce only high quality goods.

11. To study large-scale construction projects for preventing harmful

influence on the environment. Environment protection and the shift to ecological methods of production are considered to be urgent purposes of a modern society.

Despite the statements of the project supporters that the concept has scientific basis and in case of solving all the tasks mentioned above it will be a success, there are many critics who compare the project's author with socialists - Utopists such as Marx and Engels whose ideas have been discussed in the society for more than a hundred years. In fact, the system suggested by Jacque Fresco has some statements similar to communism, such as abolishment of private property on means of production and their pass into social property and the change of capitalist production of goods with the socialist organization of production of consumer goods at the expense of the whole society for providing full welfare and free comprehensive development of all its members.

The project "Venus" is criticized by many scientists, however it is important to realize that the project is not Utopia, it does not reflect the ideas of unpractical dreamers. On the contrary, it is based on real purposes just requiring correct application of the knowledge we possess.

References:

Official site of the project "Venus": <https://www.thevenusproject.com/>

REGULATION OF THE INTERNATIONAL MIGRATION PROCESSES AS A FACTOR OF SUSTAINABLE DEVELOPMENT IN UKRAINE

Anastasiia Mukhortova, student

Hanna Rybak, Senior Teacher, Research Advisor

Yuliia Maksymenko, Language Consultant, English Teacher

O. M. Beketov National University of Urban Economy in Kharkiv

The 21st century is sometimes called the century of migration. Migration movements, the scale of which is constantly increasing, while the directions and composition are diversified, have become a significant factor influencing the development of globalization. They have a significant impact on the quantitative and qualitative composition of the population, economy, politics, culture, etc. Therefore, the study of modern migration processes is relevant in the context of sustainable development.

The advancement of market relations in a society destroys old forms of management, freeing at the same time a large workforce that does not find application in low-power industrial centers of their own countries and is forced to seek work in the international labor market. As a result of accelerated development, the living conditions, income growth, the level of education of the population, which provides access to information and the availability of funds necessary for moving, are improved. With increasing welfare, mortality decreases, primarily children. This leads to a rapid increase in the number of young people who are

facing significant difficulties in finding decent work at home and traveling abroad. Even in those cases where unemployment is not threatened in the homeland, globalization encourages people to migrate, bringing new demands and needs, the demand for previously unseen goods and services, which is difficult to satisfy at home.

The reasons for the growth of international migratory movements are the result of globalization processes. Removing barriers to free trade, the growth of political, economic, and social interdependence between states, manifested in the formation of the international labor market, education, information, communications, were crucial to the dynamics and volumes of population migration. In the context of globalization, international migration also serves as a provocative moment, and as a result of global change. Differences in the levels of economic development determine the difference in access to proper nutrition, health care, education, and social security.

There are different types of migration: family, labor, and educational. The latter type is steadily growing. The number of mobile students, that is, those studying abroad, is constantly increasing. Over the period 2000-2017, their number increased by almost 2.2 times and approached 5 million people [2]. The attraction of foreign students is a rare example of the prospects of studying immigration to Ukraine. More than 20 thousand foreign students study only in Kharkiv region, that is, the highest among all regions [3].

The most common type of migration in Ukraine is labor. It is estimated that the number of migrant workers from Ukraine reaches 7-9 million. Poland, the Czech Republic, Italy, Greece, Cyprus, and more recently Germany, Portugal, Spain and other developed countries of Western Europe are among the countries where people come to make money and secure themselves. The most powerful factor is economic because Ukrainians are looking for higher wages. As a rule, highly qualified specialists are migrating, but only a small percentage of them have guaranteed work and appropriate social and labor guarantees. Young people without certain level of qualifications are going abroad to find a job, who are agree on any job and low wages without any guarantees. It is detrimental to the economy of the country, for the development of its scientific and technical potential is the migration of scientific and technical personnel and young specialists. It negatively affects the pace of recovery of Ukraine's economy. But there are also pluses in it. First of all, the fact that after returning emigrants invest their money in the development of the economy, organization of business, production, thereby stimulate the economy to grow, contribute to the formation of market relations.

In order to reduce the emigration of labor force from Ukraine, it is necessary to implement a system of measures that must have a clear internal and external direction, stabilization and recovery of the economy - job creation, expansion of foreign investment, etc. External measures should provide civilized forms of departure of workers and the possibility of their free return, import of currency, as well as guarantees to our compatriots to protect their labor rights abroad.

References:

1. Malynovska O. A. Migration policy: the global context and Ukrainian reality: monography / Malynovska O. A. – Kyiv: Міграційна політика: глобальний контекст та українські реалії : монографія. Київ: NISS, 2018. 472 p.
2. Institute for International Education (IIE). URL : <https://www.iie.org> (date of treatment 24.02.2019).
3. Kharkiv region is the leader in the number of foreign students in Ukraine. It is not only Харківська область – лідер за кількістю іноземних студентів в Україні. Це не лише recognition, but it is responsibility / Official site of Ministry of education and science of Ukraine. URL: <https://mon.gov.ua/ua/news/liliya-grinevich-harkivska-oblast-lider-za-kilkisty-inozemnih-studentiv-v-ukrayini-ce-ne-lishe-viznannya-j-vidpovidalnist/> (date of treatment 24.02.2019).

THE LIFE QUALITY OF POPULATION IN THE REGIONS OF UKRAINE

Aleksandra Sapega, student

Hanna Rybak, Senior Teacher, Research Advisor

Yuliia Maksymenko, Language Consultant, English Teacher

O. M. Beketov National University of Urban Economy in Kharkiv

Nowadays, in the world, the question of implementation of diagnosis of quality of life and finding the ways of improving it arose under the influence of economic crisis, high morbidity, negative social factors.

The quality of life problem is actively investigating in many scientific disciplines, in particular, in economics, the influence of objective factors on the quality of life, such as the main ones such as material security, satisfaction with housing conditions, employment rates and the development of services, is being studied. Subjective factors include satisfaction with work and living conditions, the social status of the individual, financial position of the family and family relationships. Thus, the concept of quality of life includes all aspects of human interaction with the environment.

An important synthetic indicator of the quality of life of the population is the Human Development Index (HDI) index. It is funded annually by experts from the United Nations Development Program (UNDP), together with a group of independent international experts. According to this indicator in 2017, Ukraine ranks the 64th out of 142.

HDI measures the achievement of countries in terms of health, education and the actual income of its citizens (decent living standard, measured by the amount of gross national income (GNI) per capita), but when it is calculated, environmental factors are not taken into account, spiritual and moral development of man is not taken into account.

Population surveys were carried out regarding the quality of life in some regions of Ukraine in 2016, which raised the question about the general standard of living of the city, whether the residents were satisfied with the economic situation in the region, with politics. According to these surveys, there are several cities, the

population of those is confident with the level and conditions of living in their regions. Vinnitsa occupies the first place with a significant margin, Kharkiv and Lviv occupy the second and third places. Moreover, the interesting fact is that these cities, according to official ratings, are far from the first lines, but their inhabitants are more or less satisfied with their lives.

In many regions of Ukraine, the deteriorating quality of life is the lack of necessary resources for the productivity of goods and the satisfaction of the needs of citizens. Salary is at a shallow level in Ukraine in 2019, forcing active citizens and young people to leave the country in search of a better life.

Consequently, the most significant factors determining the dynamics of the quality of life of the population are the level of productive forces and industrial relations in society, technological progress, the economic potential of society (its national wealth), methods of distribution of social product, political and social factors.

All factors are tightly interconnected, interdependent and require their general consideration when solving the problem of improving the quality of life in the regions of Ukraine.

Indeed, a country with a productive economy, with a a current able-bodied population, high employment and significant social wealth, can provide its citizens with higher living standards and social guarantees than economically backward countries.

References:

1. <http://social-science.com.ua/article/1055>
2. https://stud.com.ua/4146/ekologiya/yakist_zhittya_yakist_navkolishnogo_seredovisca
3. <https://visasam.ru/emigration/pereezdsng/zhizn-na-ukraine.html>
4. <http://epi.cc.ua/uroven-jizni-suschnost-23314.html>

UDC 332.12

CLUSTER-BASED DEVELOPMENT IN THE TOURISM INDUSTRY

Julia Serdyuk, student

Yuliia Fedotova, Associate Professor, PhD (Economics), Research Advisor

Yevheniia Moshtagh, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

Tourism is an economic growth engine with focus on the regional level, but its national impact is also significant. However, if tourism importance is significant at a national level, at a regional level this sector is presented as an essential tool in regional development and economic growth, considered to be one of the measures used to avoid desertification and economic stagnation, especially in the inner

regions. Given the great unanimity that clusters increase the competitiveness of a regional industry and given that tourism is a powerful instrument for regional development, it is relevant and crucial to discuss the role of clusters in tourism. The issue of tourism clusters is still in an embryonic phase because of the small number of studies that deal with this problem. That is why this research aims to propose a conceptual model to analyze how a tourism cluster encourages regional competitiveness.

Traditionally the theories of clustering and the cluster concept have mainly been applied to the manufacturing industry. This situation hasn't changed.

Most small and micro companies together with the fragmentation of the industry constitute a constraint to development. This problem may be solved by regarding each individual operator as a part of an integrated system. Hence increased knowledge and an understanding for what the cluster concept may provide is of importance to private businesses, government stakeholders at various levels and anyone with an interest in fostering economic growth and development.

In recent years a debate has been taking place questioning whether the cluster concept is something new or just a new word for a phenomenon that has always existed. Certain issues, such as how a company's ability to compete is affected by the place where it is located, why similar and related activities form geographic concentrations (agglomerations) and how different types of related economic activities develop in relation to each other, are traditional questions in economic geography. These have been central issues for a long time.

Clusters evolve and change over time. They are not isolated entities, but open units that are part of a greater context. Neither is the development of new competitive products and services limited to a separate and isolated cluster. In the interface between different clusters new value can be created. As a matter of fact, cluster development often becomes particularly vibrant at the intersection of clusters, where insights, skills, and technologies from different fields merge, and as a result a new business starts.

Most tourism clusters have strong linkages to other closely related industries and supporting clusters, such as outdoor equipment, design, food and beverage. Cooperation beyond natural borders ought to come easier to an industry that embraces a multitude of sectors. A system of linkages between tourism enterprises and actors outside the sector is necessary in order to satisfy the demands of the customers.

Cooperation generally does not seem to be a common thing among tourism entrepreneurs. The common pool of knowledge and labor to be found in for instance Silicon Valley is quite unusual in the tourism and travel industry.

References:

1. Nordin, S. Tourism Clustering & Innovation - Paths to Economic Growth & Development Retrieved from https://www.researchgate.net/publication/242643371_Tourism_Clustering_Innovation_-_Paths_to_Economic_Growth_Development

RESOLUTION SOCIAL PROBLEMS LIKE THE KEY TO DEVELOPMENT OF OUR STATE

Katerina Shkurupiy, student

Olena Dymchenko, Professor, PhD (Economics), Research Advisor

Yliia Maksymenko, Language Consultant, English Teacher

O. M. Beketov National University of Urban Economy in Kharkiv

Nowadays, in our state, we could see a number of social problems. For example, homeless animals. In order to solve this problem, we propose to organize a zoo-city. The main purpose of it is the shelter, which will be provided through enterprises on the territory of the zoo-city. They will be obliged to provide a percentage of the monthly income and provide material assistance and their services.

Unfortunately, in Ukraine, we have many communal shelters, and those are in a wretched condition and can accommodate a small number of animals. In such shelters, we can often see a terrible attitude towards animals. Also, most people can't visit the shelter due to the disadvantageous and uncomfortable location. This solution is aimed primarily at the population of Kharkiv (about 1.5 million people), as well as other cities of Ukraine, mainly metropolises - Kyiv, Dnipro, Odessa, Lviv.

Zoo-city – Resolution of our region. Creation of zoo-city promotes a significant reduction of homeless animals, creation of additional workplaces at the enterprises. The main purpose is the shelter. But in addition to the shelter, the following companies will operate the veterinary clinic, pet shop, hotel for animals, handling hall, animal training center, cafes for people and animals. The area of the zoo-city will be constantly treated for all kinds of infections and diseases. As for the idea of the arrangement of such a zoologist, it can be transferred to other large cities of Ukraine.

The main idea of the project is to solve the social problems of Ukrainian cities (in particular, Kharkiv) - the spread of homeless animals through the opening of a zoo-city, where there would be a shelter for animals with enterprises that would help it to exist by providing it with material, financial benefits and services.

Zoo-city is a unique idea. Also, the location of a variety of companies specializing in providing zoos in one city - it is very comfortable. At the moment, there are no such centers yet.

Returning to the shelter, because of the provision of 20% net profit from enterprises and their services, it won't be in a terrible condition, but will be a clean place where people could come and have a good time on the territory of the zoo-city. All animals will be healthy and neat to wait for their owners.

For a clear financial analysis of the zoo-city, an analysis was made of the costs and revenues of enterprises operating on the territory.

Thus, the solution of such social problems as: wild animals, unemployment through the creation of a zoological culture, as well as the active dissemination of

public movement, will significantly improve the city and will stimulate the country's further development. Solving any social problem is the key to the success and development of our state.

KANBAN APPLICATION AS A BUSINESS SUCCESS FACTOR

Vladyslav Zapara, student

Natalya Naumova, Associate Professor, Research Advisor

Zaporizhzhia National University

Lean production as a priority way of upgrades for big companies in the 21st century. Manufacturing without delays and clean visibility – are target problems in scheduling system Kanban. The Organization like the Ford Motor Company and Bombardier Aerospace have used Kanban systems to improve processes.

Scheduling system called Kanban was created by Taiichi Ohno, Toyota industrial engineer. The target of this system is to control and create lean production without delays. The system compares supply with current consumption. A message tells to provider to manufacture and deliver another batch. That system works in a cycle connected between the supplier, producer and buyer.

Discovering IT-industry, the network is also called E-Kanban. The system controls real-time demand signaling across the IT-company and the client, in addition it makes easier visibility, to relief the consumer expectations. E-Kanban is a system, which signals unfinished work sites, what makes project-manager easier direct efforts on this parts of project. Electronic Kanban often uses as information transfer method to external suppliers. Considering IT-teams, who had used that method cannot advice the Kanban to co collectives with more than 5 people.

In conclusion, using Kanban has advantages as simplicity. The system visualizes the process. In addition, the program improves flexibility. That means the team focuses only on current work, the priority of the task is set by the manager. In addition, it makes the clean visibility. When all performers have access to data, bottlenecks are easier to notice. The last advantage of the network is - shorter cycle time. If several people have similar skills, the duration is reduced, if only one - a bottleneck appears.

References:

1. <https://worksection.com/blog/kanban.html>
2. <http://leanmanufacturingtools.org/kanban/>
3. <https://www.digite.com/kanban/what-is-kanban/>

SPECIFIC ASPECTS OF COMPETITIVENESS OF ENTERPRISE INCREASING

Anna Tsyhenko, PhD degree student

Olena Uhodnikova, Associate Professor, PhD (Economics), Research Advisor

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultan

O. M. Beketov National University of Urban Economy in Kharkiv

Researching the issues of competitiveness is relevant for the country's economy as a whole, as well as for individual enterprises, especially in the context of the country's integration into the global economy.

The modern economy defines certain requirements for increasing the competitiveness of the enterprise, namely: operational response to changing economic situations in order to maintain a stable financial state and a continuous improvement of the organization's activities depending on the changes of the market situation.

Competitiveness is one of the central categories of modern economic science, which is associated with the success of functioning of the subjects of competitive relations, the efficiency and stability of the market mechanism development as a whole.

Enterprises pay considerable attention to their strengths and weaknesses to assess the real opportunities for competition and the development of competitiveness measures, and, in the future, to ensure financial success. In the process of marketing research to assess the competitiveness of the enterprise a number of numerical indicators are used that indicate the stability of the enterprise, the ability to produce goods that are in demand on the market, etc. and provides the enterprises with stable, final results.

It should be noted that achievement of sustainable competitiveness of the enterprise is provided, as a rule, not at the expense of the advantage in one of its determinants, but because of the priority in several factors of competitiveness. This, on one hand, allows to offset the disadvantages of other determinants of competitiveness and, on the other hand, to reduce the dependence on market conditions of competitiveness factors. In addition, researchers agree that increasing the competitiveness of the enterprise can not be achieved only once, in a short term perspective [3].

The main ways of solving the problems associated with increasing the competitiveness of the enterprise are:

- thorough market research, consumer demand and competitor analysis;
- developed advertising policy and logistics;
- issue of high-quality products that meet state and international standards and creation of new products and services;
- comprehensive cost reduction by upgrading equipment;

- improvement the quality of management;
- improvement of the organization of innovation activities;
- introduction of new information technologies;
- introduction of new financial and accounting technologies;
- analysis of resource volume of each product in stages of its life cycle and introduction of resource-saving technologies;
- increasing the organizational and technical level of production;

The main areas for increasing competitiveness are: management of innovations and technologies; production process; use of information; human resources management; changes management etc. [4]

A steady increase in the competitiveness of the enterprise can be ensured only in case of long-term, continuous and steady improvement of all determinants of competitiveness.

References:

1. Gabibova M. (iyun' 2015 g.) Puti povysheniya konkurentosposobnosti predpriyatiya [Tekst] // Aktual'nyye voprosy ekonomiki i upravleniya: materialy III Mezhdunar. nauch. konf. — M.: Buki-Vedi, 2015. — S. 85-87. — URL <https://moluch.ru/conf/econ/archive/134/8220/>
2. Kudryavtsev K. (2010) Sposoby povysheniya konkurentosposobnosti predpriyatiy // Kreativnaya ekonomika. — Tom 4. — № 12. — S. 123-128.
3. Zakharov A., Zokin A. (2004) Konkurentosposobnost' predpriyatiya: sushchnost', metody otsenki i mekhanizmy uvelicheniya // Biznes i banki. — №1-2.
4. Mel'nichuk L., KHízníchenko O. (2016) Shlyakhi pídvischennya konkurentospromozhností ukraíns'kikh pídpríemstv / L.S. Mel'nichuk, O.O. KHízníchenko // Naukoví pratsí: Naukovo-metodichniy zhurnal. Yekonomíka. — Mikolaív : Vid'vo CHDU ím. Petra Mogili, Vipusk 263. Tom 275. S. 102-106.
5. Malik, O.V. i Khachatryan, A.A. (2017) Shlyakhi pídvischennya konkurentospromozhností pídpríemstv v rinkovikh umovakh gospodaryuvannya. In: Materiáli ííí mízhnarodnoí naukovo-praktichnoí ínterné-konferentsíí "bíznes-admínístruvannya v umovakh turbulentnoí yekonomíki", 1– 28 lyutogo 2017 r., Kharkív.

SECTION 4

LATES ACHIEVEMENTS IN ENGINEERING, ECOLOGY AND ARCHITECTURE

UDC 629.3.027.2

TRANSIENT PROCESSES IN THE TROLLEYBUS STEERING SYSTEM

Ivan Aharkov, PhD degree student

Tetiana Pavlenko, Professor, Doctor of science (Engineering), Research Advisor

Vladyslav Skurikhin, Associate Professor, PhD(Engineering), Research Advisor

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

One of the main requirements for steering systems of vehicles is the impact on the stability of the driven wheels. Such requirements correspond to the systems of a steering, in which an electric power steering as an amplifier is used [1].

As a power drive of the electric power steering, it is proposed to use of an engine with a rolling rotor. This solution is due to the high output torque of this type of engine, as well as a possibility of positioning the output shaft of the engine with a given accuracy.

The kinematic scheme of the trolleybus steering system is presented in Fig. 1.

To research the transient's processes of the trolleybus steering system with an electric power booster, based on the engine with a rolling rotor, a mathematical model is developed, the functional scheme of which is shown in Fig. 2.

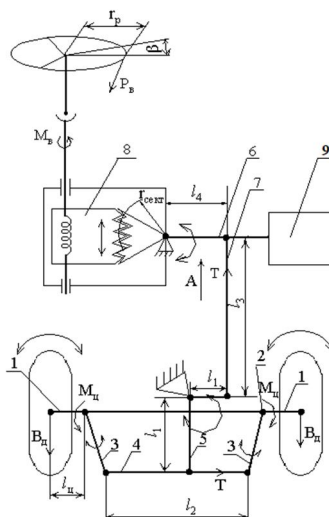


Figure 1 – Kinematic scheme of the steering system

- 1 – pin; 2 – beam of the front axle; 3 – levers; 4 – transverse draft; 5 – double-shoulder lever; 6 – steering arm; 7 – longitudinal draft; 8 – steering gear; 9 - electric amplifier

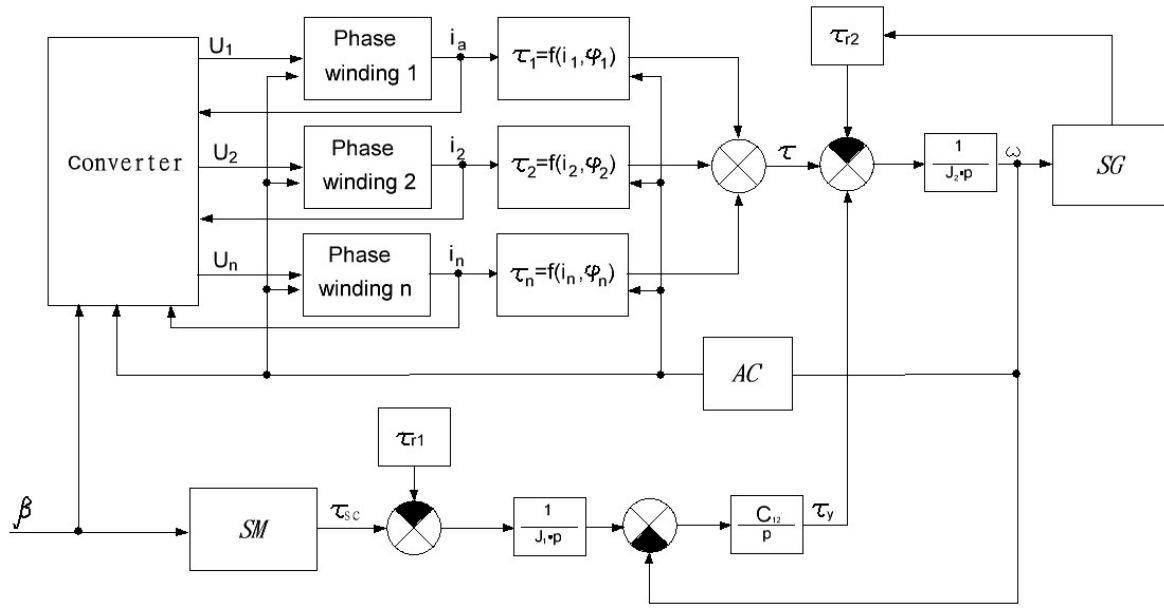


Figure 2 – Functional scheme of the steering system

The mechanical part of the steering system can be considered as two-mass one [2]. This scheme is described by a system of equations:

$$\begin{cases} J_1 \frac{d\omega_1}{dt} = \tau_{sc} - \tau_y - \tau_{r1} \\ J_2 \frac{d\omega_2}{dt} = \tau + \tau_y - \tau_{r2} \\ \tau_y = C_{12} \int (\omega_1 - \omega_2) dt \end{cases}, \quad (1)$$

where: τ_y – torque of elasticity; τ_{r1} – torque of resistance of the steering mechanism; τ_{sc} – torque of impact of the driver; τ – torque of electric motor; τ_{r2} – torque of resistance of the steering gear; C_{12} – set rigidity factor; ω_1, ω_2 – angular velocities corresponding to the shaft of the steering mechanism and the shaft of the engine of steering gear.

The electric motor with a rolling rotor is described by the following system of differential equations [3]:

$$\begin{cases} u(t) = R \cdot i + \frac{\partial \Psi(i, \varphi)}{\partial i} \cdot \frac{di}{dt} + \frac{\partial \Psi(i, \varphi)}{\partial \varphi} \cdot \frac{d\varphi}{dt} \\ \tau = \frac{\partial W_m^*(\varphi, i)}{\partial \varphi} \end{cases}, \quad (2)$$

where: u – phase voltage of the engine; R – active phase resistance; i – phase current; φ – angle of rotation of the rotor; Ψ – flux linkage; τ – electromagnetic torque; W_m^* – co-energy.

The obtained mathematical model allows to evaluate the reaction of the trolleybus steering system to the control effect created by the driver of the vehicle, as well as the speed of the steering drive.

References:

1. Pavlenko T. P. (2018) *Analiz problem systemy rulovoho keruvannia troleibusiv ta perspektyvy yikh vyrishennia* [Analysis of the problems of the trolleybuses steering system and perspectives for their solution], Collection of scientific works of DUIT / T. P. Pavlenko, V. I. Skurikhin, V. I. Kolotilo, I. V. Aharkov // Series 'Transport Systems and Technologies', 2018, issue 32. part.1, pp. 115–123.
2. Zadorozhnyi N. A. (2006), *Elementy teorii elektromekhanicheskogo vzaimodeystviya v dvuhmassovyih sistemah elektroprivoda s uprugimi mekhanicheskimi svyazyami* [Elements of the theory of electromechanical interaction in two-mass electric drive systems with elastic mechanical connections], Tutorial / N. A. Zadorozhnyi. – Kramatorsk: DSEA – 75 p.
3. Frankel , M., (2009), *Modeling and simulation of a rolling rotor switched reluctance motor* / M. Frankel , M. Brutscheck, U. Schmucker // 32nd International Spring Seminar on Electronics Technology, Brno, Czech Republic. pp. 420–426.
5. Martin Maňa, *Mathematical model switched reluctance motor*, available at: http://www.feec.vutbr.cz/EEICT/2003/fsbornik/03-PGS/04-Power_Electrical_Engineering/16-mana_martin.pdf

FULLY AUTOMATED SHOTCRETE ROBOT FOR ROCK SUPPORT

Anton Anisimov, student

Viktor Korsun, Associate Professor, Research Advisor

Svitlana Nikiforova, Associate Professor, PhD (Linguistics), Language Consultant
Kharkiv National University of Civil Engineering and Architecture

1 Shotcrete application on site

Shotcrete is used worldwide as temporary or final lining in tunnels or in building pits. The application of shotcrete is strenuous and, because of this, tiring if it is done manually by a nozzle operator. This holds especially for the use of wet shotcrete. The capacity that may be handled is less than 5 to 8 m³/h when spraying manually and normally up to 20 m³/h by using manipulators (30 m³/h were already applied).

Shotcrete application as the first step of rock support often has to be done in a zone of danger (rock fall). With use of the robot, the safety of the worker can be improved. The handling of the robot is easier and less strenuous than steering a manipulator. A basic difference between common manipulators and the new robot is that the user steers the movements of the nozzle directly. He or she does not have to take care of the different boom joints. In the manual and semi-automated mode, the nozzle operator judges the surface himself or herself to get the required application. In the fully automated mode, total control is by the robot.

2 Delimitation from industrial fabrication robots

The handling of the robot tool, the spraying nozzle, is robotized according to industrial fabrication. Different are the positioning of the carrier vehicle and the recording of the geometric dimensions. In a spraying cell, the manufacturing area is fenced off clearly. The carrier drives in corridors and always repeats the same pattern of motion. The dimension data are transmitted out of CAD drawings.

Blasted tunnel excavation means varying sections that are not constant not even in a round. The theoretical tunnel section is given, and the excavated sections have to be measured every round. While measuring a round, the self-positioning of the robot carrier is effected (these data are stored and available at any time). Any shotcrete application with a specified layer thickness (effective, theoretical) is a prototype. The path planning of the vehicle is no topic for the automation for safety reasons.

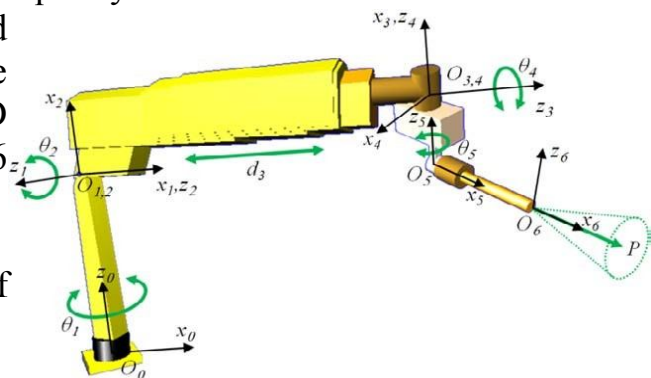
3 Process automation and control system of the shotcreting machine

In tunnelling, after the advancement (drilling and blasting) stage, shotcrete is used to cover the surface of the roadway to create a support on the working area inside the tunnel. The advancement stage is made by introducing explosives in the face of the tunnel and making a controlled blast. But, as controlled as the blasting can be, the dimensions of the resulting surface are completely unstructured and thus, one of the implicit difficulties involved in the shotcreting process that has avoided its automation.

Three steps have been defined for the automated shotcreting stage:

1. Pre 3D LADAR scan of the working area.
2. Automated shotcreting process.
3. Post 3D LADAR scan and layer quality evaluation.

The first step of the automated process is basically done by imaging the working surface of the tunnel with a 3D LADAR scanner (the LIDAC-16 developed by AITEMIN).



Picture 1 D-H configuration of the manipulator.

The information acquired from the first scan is then used by the main control system of the machine to generate the trajectories to shotcreting a layer. Finally a second scan is made in order to evaluate, subsequently, the quality of the layer and the amount of concrete used.

This information can also be used to optimise the control parameters of the automatic shotcreting system.

4 Robotization of the shotcreting machine

The shotcreting machines are based on manipulators that as an end tool they have a nozzle to spray the concrete fed by a concrete pump. It is to be noted that the

best way to spray the starting mix into a wall is by keeping the spraying vector perpendicular to the surface of the selected area, at a certain distance that may vary between 1 and 1.5m. Furthermore this type of machinery hasn't been designed for automation purposes but for manually controlled labour. This implies that some additional factors like mechanical deformations, backlashes, or the control type of the actuators have to be taken into account in the control system of the machine for precise positioning.

The proposed control system has been designed to use the real-time layer thickness estimator and the roadway geometry information to feedback and adapt the trajectory control according to the conditions in order to produce high quality concrete layers.

References:

1. Bracher, G.: CAS Computer Assisted Spraying of Wet Process Sprayed Concrete, Tunnel ROČNÍK, č. 2. – 2003.
2. Denavit, J. and R.S. Hartenberg: A kinematic notation for lower-pair mechanisms based on matrices, Trans ASME J. Appl. Mech, 23:215–221, 1955.
3. Girmscheid, G., S. Moser: Fully Automated Shotcrete Robot for Rock Support. Computer-Aided Civil and Infrastructure Engineering 16, 2001 pp. 200–215.

DEVELOPMENT OF THE DOCTOR APPOINTMENT BOOKING SYSTEM PROTOTYPE

Oleksandra Babak, student

Maryna Bulaienko, Associate Professor, Phd in Technical Sciences, Research Advisor

Viktoriia Buhaieva, Senior Teacher, Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

In the summer of 2017, the Ministry of Health Care of Ukraine announced the launch of the e-medical system for doctors and patients – that is the eHealth System. Some of the opportunities this system provides are making medical appointments and making arrangements for doctor house calls via the Internet. The switch to the electronic appointment system is not mandatory for medical institutions. But it is assumed that it will be more and more difficult to work without an electronic database in the future. You can make a medical appointment at different websites. The medical institution chooses on its own which of the developed information systems to connect to.

Now patients at public service bodies are making online appointments via such information systems as the Helsi Medics Polyclinic without queues, My Med Cabinet, Dr. Eleks, MedCard, Emsimed, medstar, eLife, and others. All the websites have quite a simple design and can even be used by those with little bit

advanced computer skills. Some institutions made it possible to book an appointment through their website.

The paper shows the development of a model of the widget system (Fig. 1 a, b, c, d, e), that is booking an appointment with a doctor, which can be implemented on various operating systems such as Linux, Android, iOS.

A web widget is a content module that is embedded in a web page or browser. This type is based on browser-based web technologies: HTML, Flash, and others.



Figure 1 - Layout of the Widget system of booking a medical appointment

The module is adaptive and perfectly compatible with WordPress and Joomla. The module can be installed both in the Pop up and in IFrame format.

The system provides an opportunity to check the lab test results and doctor's notes online, which does not require the presence of a patient in the hospital.

The paper analyzes the features of internal algorithms implementation for managing the main computer resources (processors, memory, devices), discusses the difference between the corresponding hardware platforms.

UDC 620.97+621.314

FOREIGN EXPERIENCE IN FORMATION OF CHILDREN'S PLAYGROUNDS

Daria Balo, PhD degree student

Galyna Osychenko, Associate Professor, Doctor of Science (Architecture),
Research Advisor

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultant
O. M. Beketov National University of Urban Economy in Kharkiv

Children's playgrounds were and continue to be a necessary component of the modern urban life, an important element in the improvement of residential areas. Development of children depends on the subject-spatial and surrounding environment, affecting various aspects of growing up: moral, physical and cultural. Built during the Soviet period, playgrounds and parks do not meet the modern criteria of the urban environment.

Exploring the foreign experience of landscape architects and designers who are engaged in the creation of children's playgrounds in the modern urban environment, it is necessary to highlight an original integrated approach to preliminary research work done before designing and building. A striking example of this approach is the formation of children's non-standard game environments in Sweden. Landscape designer Anna Lenninger notes that the main issues that concern the Swedish landscape design specialists regarding the child are:

How he/she interacts with other children and adults in different environments.

How he/she thinks, in which direction his/her imagination and research activities develop.

How the child moves, what places and physical objects are interesting for the child.

In order to answer all these questions, professionals work together with doctors, psychologists and educators. For a long time they have been observing children playing in the conditions of the city and in nature areas.

Landscape design is a means of achieving certain qualities of a children's developmental gaming environment and is aimed at creating an atmosphere friendly for the development of children, cultivating diverse forms of gaming activity, creating a space favorable for the development of free playing. The forms and types of games largely depend on the place where they occur. The game is

understood as a set of time and space where children can be independent and realize their ideas.

Abroad, landscape architects and designers make an extensive use of the rubber coating Playtop (England). Playtop was designed to protect children from injury. Multi-colored coatings for playgrounds Playtop have been used for more than 30 years, and their use allows to create bright and safe landscapes. Game landscape is an artificial red-orange soft game slides located in Stockholm city park.

Abroad, similar children's playgrounds are designed for healthy children and children with disabilities. Children's playground in The Hague is equipped with various tactile elements for all manner of games. Cross routes allow children with different abilities to meet, play and help each other. This new site is located among the existing natural and artificial hills, and is made in the form of a red "blanket" folded in geometrical rucks.

In Amsterdam, in the Potgieterstraat area a Play Street playground was created in one of the streets. The whole street is blocked off by cars, but the way is allowed for cyclists. The original design of the playground was made by the Carve Landscape Studio. Instead of traditional swings, chutes, exercise equipment landscape architects chose to create a rolling configuration. The new playground is covered with a special rubberized coating that muffles the sounds and is safe for children as it prevents injuries. In some hills there are pits, made especially for games.

The Bijlmerpark Sports Park is the main park in the Southeast district of Amsterdam "Bijlmermeer". This multifunctional park is a play strip consisting of artificial pink hills and special equipment for children to move around on their hands, climb along special chains, etc.

In Sydney, Australia, the Blaxland Riverside Park is a playground for children of regional importance and a part of the Sydney Olympic Parkland recreation area. It is a game zone and a well-developed infrastructure part. The area is surrounded by all kinds of kiosks, snack bars, sanitary blocks and parking lots. The main idea for the playground is the use natural forms found in nature with game elements embedded. A two-hundred-meter-old man-made hill, 3 m high, equipped with all kinds of climbing poles, slides, tunnels is located opposite three natural hills.

The design of playgrounds abroad is aimed at creative games in the environment that establishes a connection with the natural systems that vary with the season. Artistic modeling of the relief of the playgrounds allows to create game landscapes that are integrated into the environment. An active use of color harmonizes the subject-spatial environment of the game spaces. Non-standard game elements make the game of children more inventive; stimulate imagination, exploration and physical activity.

References:

1. Grashin A. A. Design of a children's subject-developing environment: study guide A. A. Grashin. – Moscow: Architecture-C, 2008. – 296 p.
2. [Electronic resource]. - Access mode. URL: www.ourbaby.ru/age.aspx?age=26&id=80
3. [Electronic resource]. - Access mode. URL: europuzzle.ru/top/igrovyie-ploshhadki-evropyi
4. [Electronic resource]. - Access mode. URL: www.landezine.com/.../potgieterstraat-by-ca
5. [Electronic resource]. - Access mode. URL: www.landezine.com/.../bijlmerpark-on-carv
6. [Electronic resource]. - Access mode. URL: [tovstonos.blogspot.com / ... / blaxland](http://tovstonos.blogspot.com/.../blaxland)

UDC 649.1

A NEW CONCEPT OF OPERATING MODEL OF RAILWAY TRANSPORT FOR SINGLE WAGON LOAD AND GROUP DEPOSITS FOR RAILWAY TRANSPORT OF UKRAINE

Natalia Bantyukova, student

Svitlana Donets, Assistant Professor, PhD

Andriy Prokhorchenko, Assistant Professor, PhD

Ukrainian State University of Railway Transport

A new concept of operating model of railway transport for single wagon load and group deposits for railway transport of Ukraine.

In the conditions of crisis phenomena with the economy of Ukraine there are structural changes in demand for freight transport by rail for the carrier Ukrainian Railway. Against the background of competition with road transport, carriage and group shipments become uncompetitive and unprofitable for rail transport. The volumes of transportation are reduced and entail a reorientation of railroad customers to motor transport. So, in order to change the situation on the market, it is important to apply a new concept of the operational model of rail transportation for carriage and group shipments. One of the best practices is the organization of single wagon load and group shipments by the carrier company «SBB Cargo» on the Swiss railways.

In 2017, the management of «SBB Cargo» confirmed that the model of organization of single wagon load, is a strategic business of the company. The company has developed the concept of "Wagonload Transport 2017" along with 30 the main shippers. From the middle of December 2016 a new schedule of trains was introduced, which foresees the movement of train formations between the main sorting stations of the country with the division of the day into phases. Formation of wagons and group shipments to trains and their movement on the network takes place on the basis of a decrease in the impact on the peak phases of passenger trains. For freight traffic a new schedule is created with daily three phases (early

phase, peak time, freight traffic). These phases are arranged so that they do not affect the movement of passenger trains in the morning and evening rush hours. In terms of transport time, rail transport is becoming more competitive in comparison with automotive. The new schedule is set as follows way to avoid overloading the rail network. This means that the railway infrastructure will be used much better than before. It will be implemented by the existing system "CIS-Online", which will allow the reservation of a freight train for a place for their own cars.

So, single wagon load and group shipments are becoming more transparent and based on customer requirements, which allows adapting the technology of transportation of the railroad to the growing logistics requirements. The introduction of the above described approach will improve the competitiveness of long distance carriage and group shipments and reduce the risks in the shipping process for the consignor.

References:

1. Gérard Lumignon. Ein neues Zeitalter im Wagenladungsverkehr [Electronic resource] / Gérard Lumignon – Resource Access Mode: <http://www.logistiktransport.ch/de/news/national-archiv-detail/ein-neues-zeitalter-im-wagenladungsverkehr.htm>
2. Hartmeier. SBB Cargo schafft Taktfahrplan für Güterverkehr [Electronic resource] / Hartmeier – Resource Access Mode: <http://www.bahnonline.ch/bo/16722/sbb-cargo-schafft-taktfahrplan-fuer-gueterverkehr.htm>

ANALYSIS OF DATA MODEL TYPES FOR BIG DATA REPRESENTATION

Anastasiia Besedina, student

Maryna Bulaienko, Associate Professor, PhD in Technical Sciences, Research Advisor

Viktoriia Buhaieva, Senior Teacher, Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

The process of building an information model of a region is complicated by the diversity of data models, as well as the presence of different levels of data aggregation. One of the popular technologies for developing territorial management systems is Big Data. Methods of machine learning and data visualization allow you to process and graphically present the results of the analysis of large volumes of data (millions of tuples).

A data model is a collection of tools for describing data structures for an application or class of applications. The data model includes data types, data structures, a system of operations, means for describing constraints. Big Data technologies are associated with the need to process information of various types: structured, semi-structured, unstructured.

When using the structured data model, the data is subject to previously known limitations on the type and length of each attribute; the data structure is known and defined using the data schema; its automatic modification during the model operation is difficult. Interpreting data without knowing the scheme is impossible. An example of a structured data model implementation can be any relational database management system (DBMS).

Developing a model for unstructured data is extremely difficult for the following reasons: data is usually presented in a natural language, which makes it difficult to work with it; the complete absence of a certain structure imposes serious restrictions on possible operations with data. The automatic allocation of the structure in such data, as a rule, cannot be performed in an unambiguous way.

Semi-structured data is any intermediate data between structured and unstructured. The structure in such data may be incomplete, underdetermined, and also permit exceptions. When working with data, the degree of its correctness is not known in advance, and, as a result, the necessary tools are also unknown for assessing the 'correctness' of the data. Thus, there must be an exception handling tool in this model that allows you to formulate a method for querying this data based on predefined criteria.

The paper analyzes the three main methods for presenting semi-structured information:

- 1) OEM (Object Exchange Model);
- 2) XML (Extensible Markup Language);
- 3) RDF (Resource Description Framework)

The XML language is a subset of the SGML language (Standard Generalized Markup Language). SGML is a system for describing structured document types and markup languages for document copies of such types. This language allows you to divide any document into two logically independent parts; one of them defines the structure of the document, and the other contains the text itself. The structure definition is called the Document Type Definition (DTD).

MATHEMATICAL METHODS OF BIG DATA REPRESENTATION

Kateryna Bielenkova, student

Maryna Bulaienko, Associate Professor, PhD in Technical Sciences, Research Advisor

Viktoriia Buhaieva, Senior Teacher, Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

K. Lynch, D. Laney define Big Data as a set of methods and tools for processing structured and unstructured heterogeneous dynamic data of large volumes with the purpose of their analysis and use to support decision making.

Examples of sources of origins of big data can be continuously incoming data from measuring devices, meteorological data, data of remote sensing of the

Earth, data streams on the location of subscribers of cellular networks, devices for audio and video recording, etc. The beginning of the widespread use of these sources has led to the penetration of big data technologies into research and development, into the commercial sector and into public administration.

Big Data is an alternative to traditional database management systems and business intelligence class solutions. This class also includes parallel data processing tools (NoSQL, MapReduce, Hadoop algorithms). According to the DCA (Data-Centric Alliance) company, Big Data is understood not as a specific amount of data and even data, but processing methods that allow to distributedly process data. These methods can be applied both to large data arrays (such as data from all pages on the Internet) and to small data arrays (information about the daily goods received by the store).

The aim of the paper is a formal description of various mathematical models of data representation, such as a multidimensional model, an object model and a graph model. Selection of operations and carriers, as well as the ways of using them.

The basic concepts of the multidimensional data model are:

- hypercube of data (G),
- measurement (V),
- attribute (A),
- cell (X),
- value of ($G(V, A)$).

A hypercube of data contains one or more dimensions and is an ordered set of cells. Each cell is defined by one set of dimension values which are attributes. A cell can contain data or be empty.

Measurement is understood as a great number of attributes that form one of the faces of the hypercube. An example of a time dimension is a list of days, months, quarters. An example of a geographical dimension can be a list of territorial objects: localities, regions, districts, regions, countries, etc.

Thus, a hypercube of data can be designated as a set of cells that corresponds to the sets $V, A: G(V, A)$. Hypercubes maintain a hierarchy of dimensions and formulas without duplicating their definitions. A set of corresponding hypercubes constitutes a multidimensional database (or data storage). It is good to use multidimensional data representation for data visualization tasks and their analysis, but due to the sparseness of the hypercube, the amount of data in that case is larger compared to the relational representation.

LATEST ACHIEVEMENTS IN ENGINEERING, ECOLOGY AND ARCHITECTURE

Anastasia Burlachuk, student

Svitlana Zubenko, Associate Professor, PhD (Philology), Language Consultant
O. M Beketov National University of Urban Economy in Kharkiv

As you know, water plays an important role in our life. It surrounds us alongside earth and wind, accompanying and surrounding throughout life.

While the idea of living on water is far from new, underwater architecture has recently become a professional focus due to groundbreaking technology.

After years of construction, the world's first underwater hotel was completed in the Maldives. It's called The Muraka and connected by a long jetty to the Hilton's Conrad Maldives Rangali Island resort.

The project was created by YYA - Yuji Yamazaki Architecture, a Tokyo design firm. The construction of The Muraka was both innovative and environmentally-conscious. The entire lower suite was built on land in Singapore, fittingly made of acrylic from Japan's premiere aquarium manufacturer Nippura Co., and sealed with Shin Etsu Marine sealant. Then the 600-ton structure was carefully transported to the Maldives on a specialized ship, before being nestled 16.5 feet under sea level and held firmly in place by 10 concrete piles.

The sturdy pylons ensure that the 'villa' will not shift or downright float away in the midst of high tides or rough waves.

The building itself has two levels. The upper level is made of glass walls that offer wonderful view of the ocean, a private jetty, infinity pool, and secluded decks. Guests can either take an elevator or follow a spiral staircase down. There the curved ceiling and wide windows, which overlooking underwater world on 180 degrees.

However, there are many other examples of underwater architecture.

Europe's first underwater and the world's largest restaurant was opened on March 20th, 2019. It's located at the Norway's southern coast, in the village of Båli.

This restaurant is called "Under" and Designed by the Norwegian architecture firm [Snøhetta](#).

Half-sunken into the sea, the building breaks the surface of the water to rest directly on the seabed five meters below.

It takes the form of a monolithic "concrete tube" that is an eleven-meter-wide and 3.4-meter-tall.

The walls are slightly curved and half-a-metre thick, providing optimal resistance against the forces of waves and water pressure.

The focal point of the restaurant is its panoramic acrylic window, which can be seen from each level within the building. It measures 11 by three metres,

spanning the length of the restaurant wall. A large vertical window also punctures a wall in the champagne bar, extending down to the restaurant to give visitors a view of the sea level, while letting through daylight.

The restaurant has three levels including a foyer and cloakroom, champagne bar, and main restaurant on the lower floor. They are joined by a giant oak staircase. The restaurant seats 35-40 dinner guests every night, in a dining.

Through its architecture it is also intended to inform the public about the biodiversity of the sea. Cameras and other measurement tools have been installed outside the restaurant. Without doubts, it will also serve as a lab for marine biologists to study fish behaviour to help researchers learn about the population, behavior, and diversity of the species living in this part of the North Atlantic.

We believe that in future underwater architecture will develop as a particular branch/industry that will allow take its opportunities to a new level in the sphere of the residential construction, where there is lack of territories.

ANALYSIS OF EXISTING RESPONSIBILITY DISTRIBUTION METHODS FOR THE SPREADING OF THE STRENGTH SYMMETRY IN THE GENERAL CONNECTION POSITION

Anastasiia Daschenkova, student

Dmitro Kalyuzhnyi, Scientific Advisor, PhD

Valentyna Prianytska, Senior Teacher, Language Adviser

O. M Beketov National University of Urban Economy in Kharkiv

As it is known, the consumption and transmission of electric energy of reduced quality causes additional power losses, heating the equipment, its damage, improper operation and technological process disorder. As a result, it leads to additional financial losses for both suppliers and consumers of electricity. Among all voltage distortions one of the most negative influences is characterized by voltage asymmetry. Its assessment is based on two indicators of the quality of electric energy. These are the factors of voltage asymmetry in reverse and zero sequences:

$$K_{2U} = \frac{U_2}{U_1} \cdot 100\%; \quad (1)$$

$$K_{0U} = \frac{U_0}{U_1} \cdot 100\%, \quad (2)$$

where U_2 - reciprocating voltage module; U_0 - zero voltage sequence module; U_1 - reverse sequence voltage module.

One of the main issues concerning the quality of electric energy is the task of distributing responsibility for distortion of voltage symmetry and, accordingly, for financial losses at the point of general accession .

The traditional approach to solving the problem of responsibility distribution for reducing the quality of electricity involves receiving a response in the form of an amount. Each of the terms can be taken as a factor of proportionality, which characterizes the contribution of one or another accession to the creation of electricity asymmetric quality.

it can be expressed as the following:

$$\underline{U}_{cnom} = \underline{U}_{cnom}^{cucm} + \underline{U}_{cnom}^C \quad (3)$$

where $\underline{U}_{cnom}^{cucm}$ and \underline{U}_{cnom}^C - contributions to the distortion of voltage in the point of general accession of the electricity system and the electricity consumer accordingly.

$$d_{cnom}^{cucm} + d_{cnom}^C = 1, \quad (4)$$

where d_{cnom}^{cucm} and d_{cnom}^C are the real factors characterizing the partial contributions of each accession to the voltage distortion in the point of general accession.

The analysis of existing methods, which includes the method of switching on / off the consumer, the method of background asymmetry, the method for symmetric components of equivalent conductivity and the method in the direction of distorted capacities showed that they give different results for the same task, and the identification of symmetric accession is incorrect.

Therefore, the problem of the distribution of responsibility for distortion of voltage symmetry at the point of general accession can not be considered as solved and requires further research.

UDC 681.2

MODERN STATE STANDARDS FOR PHOTOVOLTAIC DEVICES IN UKRAINE

Eduard Diumin, PhD degree student

Olena Iliencko, Associate Professor, PhD (Philology), Language consultant

O. M. Beketov National University of Urban Economy in Kharkiv

Abstract. Nowadays energy problems are very urgent globally. For Ukraine, the issue is very important, as our country is currently passing a period of reforming. As the result, electricity prices rise, people start to look for ways to get better economic conditions. At this time in Ukraine large quantities of solar systems are delivered from China, Korea and other countries, but the issues of maintenance and calibration have not been sufficiently developed. The article is dedicated to the metrology of solar energy, in particular, to the research standards used for solar power engineering in Ukraine.

When measuring the performance of solar panels (photovoltaic devices) companies have to follow a number of international standards [2] including regulating initial calibration. As it is known, the main technical characteristics of photovoltaic devices of crystalline silicon is CVC (current voltage characteristic).

CVC measurement is performed by a direct comparison (direct comparison method), the quantity of measured irradiance (power illumination). The measurement process includes placing the sample and the testing equipment to the stand. When setting the same measurement conditions (temperature, humidity, pressure) the testing equipment is exposed to the radiation and parameters of the devices change. This measurement should be done using a standard photovoltaic device or pyrometer spectral and the spectral sensitivity of the testing device meet the spectral sensitivity of the sample, or a correction factor should be introduced.

Later, after the results of the measurement are taken, a comparison of the values obtained from the sample device and the testing device is done and on the basis of this comparison a conclusion on the photovoltaic parameters of the testing model is made.

Currently in Ukraine, a database of DSTU 60904 standards for photovoltaic devices is used. [11] This database consists of only 4 parts (4 standards) and is analogous to a series of international standards, which consist of 10 sections (10 standards). DSTU 60904 -1 describes the measurement methods of CVC photovoltaic devices, DSTU 60904 -2 standard describes the requirements for sample photovoltaic devices, DSTU 60904 -7 determines the error associated with the spectral component of the measurement, DSTU 60904 -8 describes the process of measuring spectral characteristics of photovoltaic equipment.

As the result, Ukraine has a database standard [14], based on the international standards [1]. However, it is incomplete due to the lack of such standards as: Measurement principles for terrestrial photovoltaic (PV) solar devices with reference to spectral irradiance data [3]; Determination of the equivalent cell temperature (ECT) of photovoltaic (PV) devices by the open-circuit voltage method [5]; Solar simulator performance requirements [9]; Methods of linearity measurement [10] and others.

References:

1. IEC 60904-1 Photovoltaic devices - Part 1: Measurement of photovoltaic current-voltage characteristics
2. IEC 60904-2 Photovoltaic devices - Part 2: Requirements for reference solar cells
3. IEC 60904-3 Photovoltaic devices - Part 3: Measurement principles for terrestrial photovoltaic (PV) solar devices with reference spectral irradiance data)
4. IEC 60904-4 Photovoltaic devices - Part 4: Reference solar devices - Procedures for establishing calibration traceability
5. IEC 60904-5 Photovoltaic devices - Part 5: Determination of the equivalent cell temperature (ECT) of photovoltaic (PV) devices by the open-circuit voltage method
6. IEC 60904-6 Photovoltaic devices - Part 6: Requirements for reference solar modules
7. IEC 60904-7 Photovoltaic devices - Part 7: Computation of spectral mismatch connection for measurements of photovoltaic devices

8. IEC 60904-8 Photovoltaic devices - Part 8: Measurement of spectral response of a photovoltaic (PV) device
9. IEC 60904-9 Photovoltaic devices - Part 9: Solar simulator performance requirements
10. IEC 60904-10 Photovoltaic devices - Part 10: Methods of linearity measurement
11. DSTU EN 60904-1: 2009 Photovoltaic devices. Part 1. Photoelectrical current-voltage characteristics. Methods of measurement
12. DSTU EN 60904-2: 2009 Photovoltaic devices. Part 2: Requirements for basic photovoltaic devices
13. DSTU IEC 60904-7: 2008 Photovoltaic devices. Part 7. Determination of errors due to spectral mismatch when measuring characteristics of photoelectric devices (IEC 60904-7: 1998, IDT)
14. DSTU IEC 60904-8: 2008 Photovoltaic devices. Part 8. Measuring the spectral characteristics of photovoltaic devices

UDC 659.13

DESIGN IN OUTDOOR ADVERTISING

Liliya Dyadenchuk, student

O. M. Beketov National University of Urban Economy in Kharkiv

The role of design in outdoor advertising. The raises a question about the importance of design in outdoor advertising today.

Today, outdoor advertising has reached its peak of popularity. It has become an inseparable part of our world. But precisely because of its popularity, advertising has lost its feature.

Outdoor advertising is one of the oldest and most well-known ways for business owners to sell their products and services. Effective outdoor advertising is a great way to influence the audience consistently and on a large scale.

There are many different types of outdoor advertising. These include:

- Advertising on billboards
- Outlets, usually located at the cash register to attract impulse buyers
- Outdoor furniture: advertising found on bus shelters, kiosks, phone booths, and the like.
- Mobile billboards: Located on the side of a truck or bus

Outdoor advertising, as a rule, provides a limited amount of information to customers, which must be embedded in a short period of time.

All advertising begins to be created from the idea that is created in advertising agencies. A good idea carries half the success of an advertising agency. But the idea itself is not enough. A pure idea will not attract the user and will not incline him to purchase. In order for it to manifest itself, it must be realized in life. To embody from an abstract concept in a tangible. Fill with exclusivity.

This is where design comes to the rescue.

Outdoor advertising design is the main aspect of a successful advertising campaign. The design of the advertising layout should include a creative idea, emotional and informational message.

The design decision of the creative idea of an advertising agency, its visualization, make up 40-50% of the success of this advertisement. After all, the main purpose of advertising design is to help the user interact with the content.

The design should best express the advertising idea, making it accessible to the audience. But at the same time, it should not exist for its own sake, but be a supplement to the main idea, as much as possible to open it to the viewer. Also, the design should advantageously distinguish advertising from similar proposals of competitors and conform to the corporate style of a company or product, create a bright and memorable image.

He must carry an aesthetic quality in order to attract a potential client.

For example, the best text can be written on an ordinary advertising stand, but no one will read it if the design repels at first glance.

The tasks of outdoor advertising - brightness, a successful combination of information, color and lighting effects to attract the attention of consumers, to make a purchase.

When developing such an advertisement, it is necessary to take into account the proportions of the information carrier, peculiarities of the surrounding world, and the semantic load of the object.

In outdoor advertising, text is limited to the title and most often does not exceed more than 10 words. Brevity in this case is a must.

In addition, outdoor advertising should take into account the following aspects:

- Viewing time (text should be easily perceived within 5-10 seconds)
- Font size (text should be easy to read and perceive from a distance)
- Contrast colors (a billboard should attract attention to itself from the first seconds)
- Attractive ad (the image should be beautiful and evoke positive emotions)

Advertising design should be laconic in order to fit harmoniously into the environment and not get lost against the background of other advertisements.

Before the designer is quite a difficult task, because as a rule, advertising can be seen from a moving car at a great distance. Thus, the message should register in seconds. The viewer can not sit and think about its value. The impact should be instantaneous. In addition, the design should be original and convince the consumer to make a purchase. On the other hand, outdoor advertising can be considered one of the most interesting types of advertising. Because it combines commercial activity with creative. The materials, sizes and colors used here allow the designer to fully demonstrate his talent.

Today, advertising is a means of communication, whether it is a commercial or social message. Art in advertising is this space of creativity, which reveals the art of modernity in new facets. This is something new, which was not there before, something that attracts attention and makes you look after yourself.

References:

1. Beauvais, Cortland L. Modern advertising / Cortland L. Beauvais. – Toliati, 1995.
2. Kuleshov A. M. The specifics of the art of advertising, its appearance, synthetic characteristics.

TECHNOLOGIES CHANGING CONSTRUCTION

Artem Gonchar, Master Degree Student

Oksana Tarabanovska, Language Advisor, Senior Teacher

O. M. Beketov National University of Urban Economy in Kharkiv

Nowadays it is important for architects, manufacturers and other construction professionals to stay ahead of the game when it comes to advances in the industry.

The construction industry, in general, suffers from a traditional hesitancy to embrace nascent technologies, caused partly because projects take years to plan and complete. Recently, however, progressive construction honchos have begun to harness and realize the potency of tech – whether it's virtual reality, autonomous drones, artificial intelligence, concrete three-dimensional (3D) printing and much more.

Thanks to incredible tech advancements, great value is generated by optimizing efficiency and productivity – at every stage, from planning to construction. Indeed, many within the industry predict that in a decade a building site will look very different. There are few of the most game-changing technologies in the construction world.

1) Drones. Many construction sites are already heavily dependent on the use of drones. These drones are very beneficial in that they save a lot of time. For instance, surveyors can survey an entire site in just a few minutes, whereas in the past it'd take them several weeks or months. Obviously, this will also save construction companies a lot of money. As drone technology continues rapidly developing in its accuracy and precision of its readings, even less human involvement will be necessary. In the past, many companies were hesitant to use drones because they still needed a controller, but today as the technology grows much more efficient, more construction companies are willingly and openly embracing this technology. With the advent of machine intelligence, drones are becoming smarter and more capable. Real-time obstacle avoidance, gesture recognition and fully automated flight used to be the realm of science fiction.

2) Building Information Modelling (BIM). BIM technology could be the catalyst for a fundamental change in how we manage, design and develop a construction project. There are many different levels of programming enabled through BIM. 4D and 5D BIM are two very representative examples in that direction. From a general point of view, BIM will bring more accuracy to the building process and empower the exchange of important project information between the numerous stakeholders. Moreover, its further evolution is anticipated

to make construction projects more productive and affordable by including revolutionary sustainability and safety measures.

It is evident, then, that BIM could function as a game changer for construction and offer a detailed depiction of the project development in an open and highly collaborative environment.

3) Robotics. Industries like healthcare are already investing a lot of money in them. As these robots grow even more precise and accurate, they'll become a commanding force in the construction industry. In the beginning, the cost of robotics will be high, but it will still be well worth it to at least pay attention to this technology. Eventually, we may witness robots being able to do things like lay bricks and tie rebar, we may even see them complete most of the current man-operated construction projects.

4) Advanced materials. The world of construction materials is advancing at an incredible rate as new technologies enter the construction sector, enabling further research and development. You only have to look at innovations like Self-healing concrete, Kinetic paving, 4D-printed structures and smog-eating buildings. All these sounded like they were something out of Star Trek a few years back and they're now becoming staples of the construction industry.

5) Green Construction. Technology is continuously improving and setting new standards, including higher environmental sustainability. Green building is no longer considered optional or a passing fad, but the future of construction. Forward-thinking designers and architects are leading the race introducing bold new solutions. Consequently, companies have to keep up the pace if they want to stay competitive. The continued success of modular construction, prefabricated processes and the rise are clear signs that this "trend" is here to stay.

Construction technology trends will always follow a typical pattern – how to build quicker and smarter, how to be more environmentally friendly and how to house people in different ways. Construction inventions and construction materials will always advance – who knows what the future holds?

References:

<https://science.howstuffworks.com/engineering/structural/10-futuristic-construction-technologies.htm>

<https://connect.bim360.autodesk.com/construction-innovation-2017>

<https://www.raconteur.net/business-innovation/five-technologies-changing-construction>

USE ILLUSIONS IN ARCHITECTURE

Anna Goriacheva, student

Iryna Kamienieva, Senior Teacher

O. M. Beketov National University of Urban Economy in Kharkiv

"The visible does not always connected with reality". N. Copernicus

Our sight often deceives us, and we see something that does not really exist. This is explained by optical illusions - errors of visual perception.

People have always been interested in various optical illusions. And the reason is because with their help the brain does not always perceive everything in the same way as our eyes can see. Illusions demonstrate how the visual system edits an image before we learn about it.

For millennia, visual illusions have also been used in architecture to surprise, interest with certain spatial impressions. This article has considered the use of optical illusions in architecture.

Optical illusions were first used by the Greeks. They built their temples so that the roof was slanted. This gave the illusion that the temple was actually standing straight. They also made the columns bulge so that from a distance they looked perfectly proportioned. In the course of history, people have encountered illusions in many ways. Many of these illusions appear in very common, everyday experiences.

Optical illusion can also be found in ancient floor texture, the image above is an example of Pompeii's pavement. A very good example of optical illusion is the Library of Celsius was built between existing buildings. The design of the library creates the effect of monumental size. At the entrance to the library is a 21-meter wide courtyard paved in marble. Nine wide marble steps lead up to a two-story gallery. Curved and triangular pediments are supported by a double-decker layer of paired columns. The center columns have larger capitals and rafters than those on the end. This gives the illusion that the columns are farther apart than they really are. Adding to the illusion, the podium beneath the columns slopes slightly down at the edges.

The Parthenon is the main temple of the Athenian Acropolis. During the construction of the Parthenon, architects focused on the columns of the temple. The builders achieved a visual perception of a clearly deduced vertical, uniformly reducing the volume of the columns of the upper and lower bases. The use of this effect has led to the fact that the structure seems larger than it actually is.

Optical illusion can play a subtle role in everyday living – even affecting how architecture is constructed. Did you know that the Parthenon was designed to correct illusion? Its outer columns are thicker at the top and angled inward at a slant so that from certain viewpoints the building appears to stand tall and straight.

Perception of place is important. It embeds within occupant memory and influences an occupant's learned history or experience of that place. Because of

perception architectural vantage points and approaches are often celebrated. For example, a massive exterior can add an element of surprise for that delicately floated interior space.

Illusions that impact occupant perception can be cleverly used by architects in design. The key is to know that you are using them and to take full advantage as you exploit their influential qualities.

Nowadays a spectacular way to create an original and eye-catching building is to use optical illusions in the exterior. Such buildings disorient a person by moving him to another space. For example, we can often see buildings that seem completely flat to us, but in fact they are voluminous.

French artist Peter Delavier wrapped the building that was renovated, with a waterproof tarpaulin, which depicted the same building in the manner of Salvador Dali. It creates the complete illusion that the building is melting in the Paris sun, like ice cream. It is remarkable that electronics introduces an additional dimension into the optical illusion.

Designed by Ben Van Berkel, the Gallery Centercity in South Korea is the building with the world's largest media facade, making it impossible to understand how many floors there are. During the daytime, the facade looks like a mirrored surface, but as soon as the city switches the night lights on, the building, volumetric moire patterns are formed with the help of a complex lighting system.

A building design requires the architect to play with the idea of optical illusion, creating spaces by fusing two or more spaces. Good design tends to blend the interior with the exterior, fusing them together illusionally but not physically.

Summarizing, we can say that optical illusions allow people not to depend on objective reality, develop their imagination, and allow them to think outside the box. And thanks to modern opportunities in design and construction technologies, structures can fully become the object of optical illusion. This trend in construction is an inexhaustible source for inspiration and the embodiment of original ideas into reality.

References

1. <http://www.berlogos.ru/article/iskazhennoe-prostranstvo-opticheskie-illyuzii-v-eksterere/>
2. <http://log-in.ru/articles/opticheskie-illyuzii-v-arkhitecture/>
3. Артамонов И. Д. Иллюзии зрения / И. Д. Артамонов. – М. : Наука, 1969. – 233 с.

CANADIAN ENVIRONMENTAL PROTECTION MESSAGE

Khatiia Hoholidze, student

Natalia Naumova, Associate Professor

In the 21st century the introduction of modern technologies in all spheres of human activity is becoming widespread. Humanity has brought tremendous harm to

the environment, which is why new sources of energy production are being actively introduced and used.

To begin with it is to solve the problem of air pollution throughout, so Canadian scientists are actively developing new technologies. The Canadian company for the delivery of fresh air from the Rocky Mountains region today is special demand among the residents of the Chinese cities. That is why Canadians sell air to the people of China to improve their quality. Modern messenger has a wealth of inexhaustible resources. Since use of oil leads to more dangerous effects.

Consequently, in the future the active use of unmanned automobiles is planned. In particular in helping to spy on offenders Canadian futurist entrepreneur Charles Bombardier offered the idea of an autonomous electric motorcycle that could work in the service of law enforcement. This electric bike will perform basic functions. Monitor compliance with the rules Environmental problems require immediate.

Mostly Canada seeks solutions to these problems. Uses modern technology, invites the best scientists. To avoid environmental pollution from automobiles, Canadians are actively using electric cars. For example, a project to create a three-wheeled electric car in Canada was planned for 2016. And already in 2019, preorders were received for 2, 4 billion.

Therefore Canada wants to improve the petrol system as well solve as problems on the roads, reduce the number of crimes. The country urges humanity to solve problems on to save human lives. Canada by its example seeks to teach the world to value human life, protect the environment and build a bright future. As the request Canada is introducing modern technologies into all branches of production in order to live on the Earth better.

UDC 628.9

IMPROVING THE REQUIREMENT FOR COLORS OF THE STATE FLAG OF UKRAINE

Kateryna Hovorova¹, PhD degree student²

Olena Iliencko, Associate Professor, PhD (Philology), Language consultant

¹*Central Office of Measures in Poland (GUM) (Poland)*

²*O. M. Beketov National University of Urban Economy in Kharkiv*

In determining the conformity of the color sample, which is further used to create the State Flag of Ukraine (hereinafter - the flag), the norms established by the current standard State standard of Ukraine "Derzhavnyi Prapor Ukrainy. Zahalni tekhnichni umovy are used [State Flag of Ukraine. General specifications]" (hereinafter – DSTU 4512) [1]. The requirements of this standard should apply to the flag made from fabrics. This standard establishes the general technical conditions for its production, as well as the requirements for the reproduction of the

colors of the flag in the printing industry and paint and varnish materials using. The conditions for determining the colors of the flag on the chromaticity diagram xyY (see Diagram 1) are given in the standard DSTU 4512 (Section 4.2) using the coordinate table of the points that are limiting the planes of the permissible coordinates of the yellow and blue colors shown in the Diagram 1.

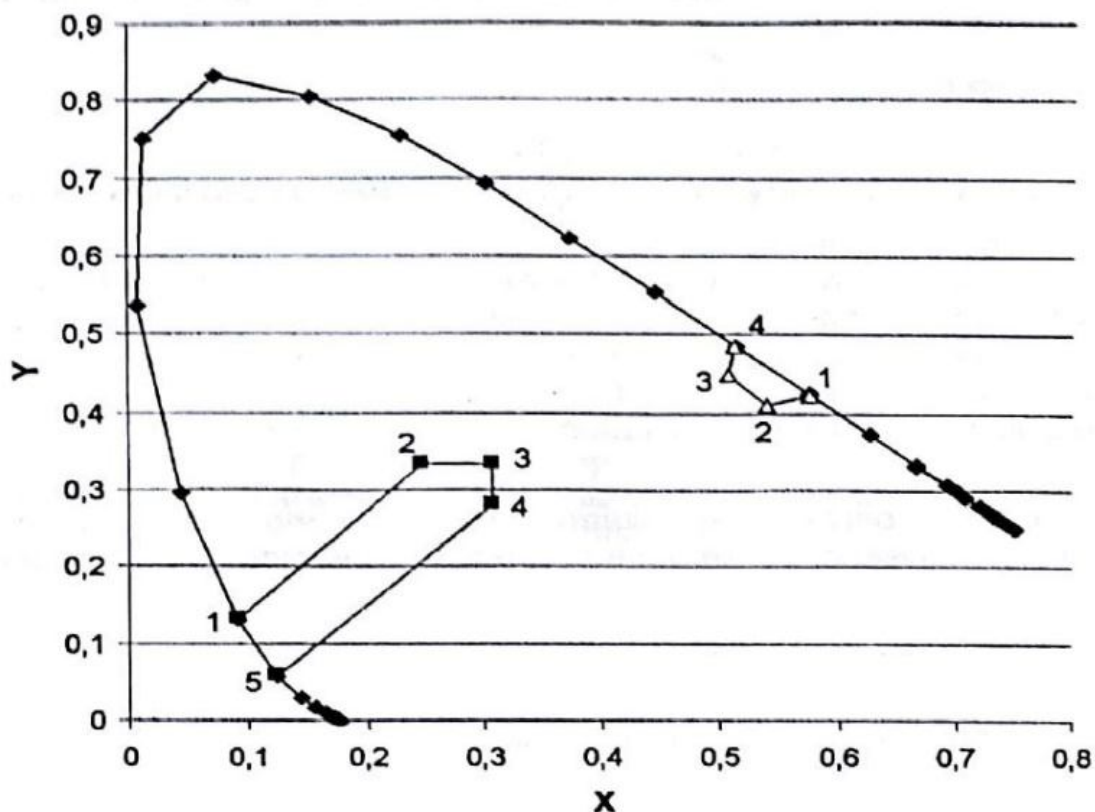


Diagram. 1 - Schedule of color areas for the bands of the State Flag of Ukraine [1]:

▲ – yellow, ■ – blue

Measurement of the color characteristics is carried out using special instruments - colorimeters and spectrophotometers. However, on the basis of the requirements given in DSTU 4512 [1], the necessary accuracy of measuring of the colors of the State Flag of Ukraine is not established and, therefore, it is impossible to specify whether the instrument is capable for ensuring the quality of current measurements when controlling the color of the flags. Besides the DSTU 4512 does not indicate the conditions of measurement in which the values of chromatic coordinates such as: light source, measurement angle, step of measurement etc. will be established.

Diagram 2 was made with the positioning of the wavelengths according to their coordinates [2].

As the result of the research, the following regularities are obtained:

1) the colored areas for the bands of the State Flag of Ukraine, given in DSTU 4512, do not coincide with the wavelengths, however, in case of yellow color, the indicated area is within the permissible wavelengths;

2) the DSTU 4512 does not establish the necessary accuracy for the measurement of the colors of the State Flag of Ukraine;

3) the DSTU 4512 does not give any characteristics for measuring the chromatic coordinates of the colors of the State Flag of Ukraine.

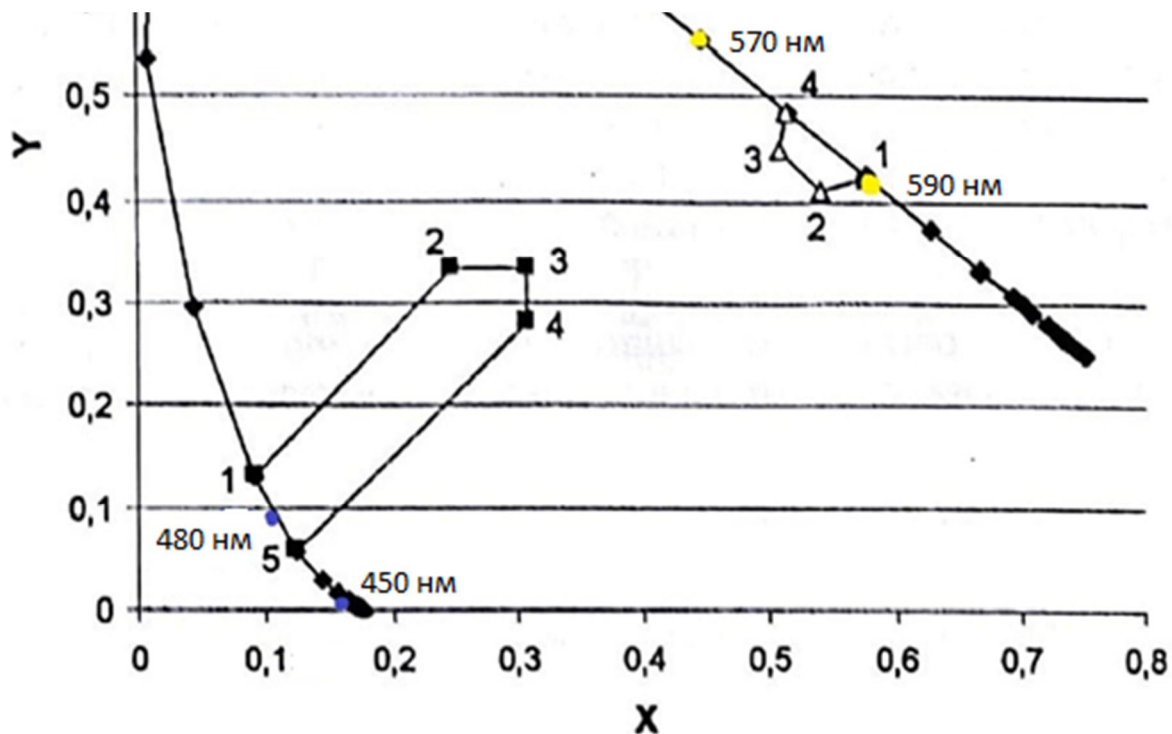


Diagram 2 - Schedule of color areas for the bands of the State Flag of Ukraine with the symbol of the positions of wavelengths belonging to the blue and yellow colors.

Conclusions

Consequently, it is suggested to set the limits of the permissible values for the error of measuring the coordinates of the color of the State Flag of Ukraine, or to change the shape of the areas of yellow and blue colors given in the DSTU 4512, setting them symmetrically. In addition, it is necessary to adjust and more precisely place the planes that limit the value of the colors of the State Flag of Ukraine. It should also be noted that the DSTU 4512 does not set the established conditions for the chromatic coordinates.

References

1. State Standard of Ukraine "Derzhavnyi Prapor Ukrainy. Zahalni tekhnichni umovy [State Flag of Ukraine. General specifications]" (in Ukrainian), 2006.
2. Hunt R.W.C. The Reproduction of colour. - 6th edition. – John Wiley & Sons, 2004. 724 p.

PRINCIPLES OF RENOVATION OF RIVERSIDE AREAS OF A BIG CITY (USING THE EXAMPLE OF DISTRICT GRIGORIVKA IN KHARKIV)

Galina Kandybalskaya, student

Gelena Koptieva, Associate Professor, PhD in Architecture, Research Advisor

Olena Iliencko, Associate professor PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

The urgency of the research topic is due to the discrepancy of the characteristics of the riverside areas with the ecological needs and other modern requirements of the urban environment. This situation is characterized by an imbalance between natural and artificial environments due to elemental urbanization, excessive urban growth and global engineering. For future generations, the optimal living conditions and bio-geosystem diversity must be preserved. It also achieved improvement of the ecological status and attractiveness of river territories through urban development and economic activity.

Therefore, an integral requirement of modern environmental development is a harmonized space. Historically, the river dominated the spatial organization of cities. The center of the cities was located on a hill and was functionally diverse. At the same time, the development of the artificial and natural component of the city center was disconnected. Riverside areas were considered as unsuitable territories for construction.

In the XX century, the requirements for functional saturation of the river spaces were redefined and their role was replaced by an intensive development as a city space. River city space was considered as a place of social activities inside the city, with the formation of architecturally significant public facilities and places of intense recreation. The river network is the only uninterrupted natural subsystem of the city, which forms ecological corridors. They are able to combine exterior and interior landscaped spaces into a single subsystem of the city.

The problem of the research is the disharmony in the organization of natural and artificial elements in urban development spaces. The landscapes of the annual valleys are unstable to anthropogenic loading. Due to a heavy transport load, existing industrial enterprises, economic activities, chaotic development and density of residential and public buildings, the rivers have acquired negative qualities that have a detrimental effect on the ecological state of the whole system of the settlement: pollution of the water area, disturbance of natural landscapes, disappearance of plant coverings, etc. In connection with this, there is a need for an integrated approach to the organization of riverside areas located in the ecological complex.

On the basis of the analysis of scientific and practical experience as well as studying and systematization of factors and principles, a conceptual model for solving the problem of riverside areas in Kharkiv (using the example of Grigorivka

region) was developed. The basic principles and techniques of renovation of the riverside areas in were outlined in the following aspects: planning, structural and functional, compositional: the principle of environmental friendliness; the principle of integration; the principle of multifunctionality; the principle of spatial and compositional interconnection; the principle of transformation; the principle of technology.

The suggested methods of formation of the riverside areas, taking into account the requirements for the organization of modern residential, public and industrial buildings, organization of recreational territory, are used in the conceptual design of the riverside areas of the Grigorivka district in Kharkiv.

As the result of the conceptual design, the feasibility and effectiveness of the implemented principles and techniques have been confirmed, which contributes to the improvement of the ecological complex of the riverside areas and the ecological network of Kharkiv as a whole.

UDC 649.1

CURRENT ARCHITECTURAL TRENDS

Viktoriya Klishch, student

Oleksandr Shepel, Language Advisor

O. M. Beketov National University of Urban Economy in Kharkiv

The modern architecture is various and surprising. It is very difficult to put it into narrow bounds. The architecture is dynamically developing, as well as the technical progress.

The world architecture changed significantly within last century. The architecture is changing the formed views of the cities and improving the life of their inhabitants.

The trends have always and everywhere existed. The new global trends are defined by leading architects.

Instead of the composite styles and experiments, courageous forms and experiments, the pragmatic approach and dream to build the house came pragmatic calculation and desire to create the house, that will stand out in one's memory, be comfortable and convenient for life. The main trend of modern architecture to build maximum comfort for environmental life. It is achieved by means due of functionality, the competent organization of space, aesthetics, emotionality, profitability and environmental care.

The previous years have left behind many architectural trends, that in 2017 revealed in variety of their beauty. For example black facades, narrow houses, renovation of buildings, inner gardens and, first of all, ecological architecture.

The leading architects very enthusiastically experiment with black colour, it helps to emphasize the general form of the project. It also strengthens translucent

functions, such as windows and the glazed parts of a facade, making the building more light and transpierce.

The house of German architect but Anne Lampen, in the city of Neuenhagen, became serial project, that liked which was pleasant the functionality and a stylish view. In 2010 this house was even included into the list of "The best houses for family of the 21st century".

From the economic point of view it is profitable to build narrow multi-storied buildings. For example, in Japan land has such a value that will be even suitable for the house construction, when in the other countries will be hardly enough for the parking of car. In 2017 this trend was only enforced and developed a peculiar race, where comfort on small squares is becoming real.

Renovation allows to turn the abandoned factories, factory rooms and other old non used buildings into comfortable, inhabited, trade or modern office centres. The careful attitude to historical view of the city allows to keep the view of buildings, that have historical and architectural value, but at the same time widely vary design and purposes of rooms. This process is the modern alternative to demolition of building and construction new ones.

For example, the castle of the 15th century in the German city of Halle is a very valuable example of Gothic military architecture. Because of the violent history the building was constantly exposed to destruction and changes during the entire period of its existence. Since the 17th century a part of a castle complex was in the ruined state, until the general renovation was not carried out, that turned the castle into museum, uponon the project of the architect bureau Nieto Sobejano Arquitectos.

The indoor landscaping was gardening a characteristic feature of houses during many centuries. The indoor landscaping is in itself an alternative to urban buildings with small space, also present in itself projects with such necessary fragmentation of space.

The pioneer of urban facades indoor gardening isconsidered the French biologist is considered and designer Patrick Blanc. In 1986 he made the first "living wall" for the Paris City of Science and Industry. Blanc considers that plants should harmonize by colour, size and leaf texture, not only among themselves, but also with urbann construction.

The ecological awareness became an important subject within the last two years for all architects, and ecologically safe architecture turned, in 2017, into one of unspoken rules. Uses of ecologically harmless materials, passive energy saving designs, economy of water and alternative method of collecting and energy savings are considered today as the main postulates in design.

The house built by Overland Partners Architects is almost a space ship. The water used by its inhabitants is filtered and reused for the economic purposes. The electric power is accumulated solar panels. And plants, decorating the yard, are resistant to drought and do not require additional water.

The modern architecture is an absolutely new philosophy, whose global sense is based not on the creation of eternal monuments to someone's ego, and on service to humanity and to their requirements.

"GREEN ECONOMY" AS AN APPROACH TO SURMAUNTING THE PROBLEM OF DEFORESTATION IN UKRAINE

Anastasiia Klymova, student

Iryna Tkalia, Associate Professor, PhD in Philology, Language Adviser

V. N. Karazin National University in Kharkiv

The article deals with the most effective way of solving the problem of deforestation in Ukraine, which is known as «green economy».

Before considering advantages and disadvantages of «green economy» as a common practice of conducting state economy in many European countries, it is necessary to give a specific definition of this phenomenon.

At the present time the essence of the expression «green economy» is understood differently. Some believe that these are new sectors of the economy that will improve the nature of the country. Others understand this expression as new technologies, a kind of ecosystem designed to help and benefit nature.

Anyway some people are sure that this is a transition to a new stage of development, which aims to create environmentally friendly products.

All these approaches to the definition of the concept are very close to the meaning of an expression. A «green economy» is an economy aimed at preserving the well-being of society through the efficient use of natural resources, as well as ensuring the return of end-use products to the production cycle. First of all, the «green economy» is aimed at the economical consumption of those resources that are currently subject to depletion (minerals, oil, gas) and the rational use of inexhaustible resources.

Why is it important to pay attention to implementation of «green economy» in Ukraine in relation to forests? First of all, it should be mentioned that forest refers to exhaustible resources which, however, are difficult to recover. Forests still cover about 30 percent of the world's land area, but they are disappearing at an alarming rate. Between 1990 and 2016, the world lost 502,000 square miles (1.3 million square kilometers) of forest, according to the World Bank—an area larger than South Africa.

The situation in Ukraine is the same as in other countries in the world. The area of forest in Ukraine covers less than 14% of its vast territory. Despite that Ukraine is still one of the main exporters of forest in Europe. Some tries to make the situation better have been taken. In 2015, to prevent further deforestation, and to promote rational management of natural resources, a moratorium was introduced on the export of untreated timber from Ukraine. But it caused the appearance of

«grey export» or «illegal export» in other words. This phenomenon destroys the economy of a country.

If this process is not to be stopped in the nearest future, we will be able to watch the ruining results, such as loss of habitat, increased greenhouse gases, soil erosion and flooding, etc. Subsequent elimination of these effects will require more costs than to establish a «green» economy.

Which particular steps are possible to make now for the better future? We can distinguish seven key directions of green economy development:

1. The introduction of renewable energy sources

It is important to use the energy of the sun, wind, water etc. Ukraine possesses a good ecosystem, soil, water and forest, and this fact significantly improves the position of the country in front of other countries.

2. Energy efficiency in housing and communal services

Most residential complexes are equipped with inefficient thermal insulation structures and heat supply systems, which leads to significant heat losses. Currently, there are energy service companies in Ukraine.

3. Organic farming

4. The improvement of the water resources management system

5. Preservation and effective management of ecosystems

Activities in this direction are mainly aimed at preserving the unique natural wealth of our country.

Today, 40% of global innovation comes from the green economy, and 50% of them from energy saving and energy efficiency, which are a key factor in a green economy. The green economy is based on clean or “green” technologies. According to experts, the development of a "green" economy will allow our country to avoid an environmental crisis, which has already affected many post-industrial countries. Deforestation is one of the problems that can be solved by providing «green economy», and this step should be done as soon as possible, while deforestation is still a conveyor belt to devastating climate change and species loss.

References:

1) Available at: https://docs.wixstatic.com/ugd/624187_0d15e932377e4251898be6aaa71edf2e.pdf (EarthSight Complicitin Corruption July 2018)

2) Available at: <https://europeangreens.eu/sites/europeangreens.eu/files/news/files/5%20Adopted%20deforestation.pdf> (EGP Council, Karlstad, 24 - 26 November 2017 Adopted EGP Resolution «Prevention of deforestation in Ukraine»)

3) Available at: <https://www.earthclipse.com/environment/fantastic-solutions-to-deforestation.html> (Earth Eclipse «8 Fantastic Solutions to Deforestation»)

4) Egorova Maria (2014) *Global Trends of «Green» Economy Development as a Factor for Improvement of Economical and Social Prosperity* - National Research Tomsk Polytechnic University (in English).

EMPIRICAL SUPPORT OF THE MATHEMATICAL MODEL FOR WIND WHEEL “AERODINAMA”

Serhii Korneliuk, PhD student

Dmitry Tugay, Associate Professor, Doctor of Science (Engineering), Research Advisor

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

One of the key indicators of the operation of the wind turbine is the wind energy utilization rate. This indicator depends both on the aerodynamic and geometric indices of the wind turbine. The task of the theoretical calculation of the wind turbine is to accurately calculate the aerodynamic characteristics of the wind turbine wheels, and to optimize their geometry to obtain a set power index.

The proposed mathematical model [1] allows implementing such an optimization with a high accuracy in a few seconds. Therefore, a decision was taken to verify the algorithm of the work of the "Aerodinama" software system by making the physical model of the wind turbine, and checking it in real conditions of operation.

To monitor the performance of the wind turbine, a logger was developed based on the Arduino Nano microcontroller version 3.0 and a set of multiple sensors, namely, the HOLA KY-003 Hall sensor, the ACS712 30A sensor and the DS18B20 sensor. The wind speed was measured using an analog anemometer with an electromagnetic system, and controlled by the voltage level at the outlet. The current data was stored on the memory card and duplicated on the display. The measurement step was 1 sec. The following indices were monitored: wind speed, velocity of the working shaft of the winder, voltage at the output of the rectifier unit, current at the rectifier output, power and temperature of the windings of the generator.

In order to verify the mathematical model, a wind turbine with a generator on permanent neodymium magnets with a power of 400 W and a starting torque of 0.49 N·m was used. The efficiency of the generator was 80%. For the wind wheel, a trilateral propeller with a profile of blades BRUXEL 36 was selected. The average annual wind speed was taken as 3.5 m/s, and the boisterous speed as 25 m/s.

As the result of the calculations, a windrow [2] with a diameter of 2.55 m was obtained, the wind power factor being 0.46 and the estimated circulation of 340 rpm. The starting wind speed was 1.5 m/s, the design force of the frontal pressure was taken as 170 N and the calculated torque on the generator shaft was 11.2 Nm.

From the set of cloud points obtained as the result of mathematical modeling, a 3D model of the wind wheel was constructed using SolidWorks software package, then its physical model was casted and the VEU was developed.

In the framework of protection of wind turbines from adverse conditions, mechanical protection was used, which ensured the output of the windrow from the working plane to the plane of the parallel wind direction. The protection was set in such a way that it started to operate at the speed of about 8 m/s. The work of the electric generator was aimed at charging the batteries through the charger.

The collected data were imported into the MS EXCEL software package for processing and plotting charts. In fig. 1, we can see the fragment of the file with the data.

The example clearly demonstrates that the values of the wind speed and the wind wheel speed do not have a clear and direct relationship. For example, we can see that the values of 150 rpm in lines 207, 211, 213 and 214 correspond to different wind speeds, namely 2.54, 2.73, 3.22 and 2.83. Such a difference in the rates is due to the inertia of the mechanical system of the wind turbine and the effect of electric loading.

	A	B	C	D	E	F	G	H	I	J
1	Turnovers	Wind	Voltage	Amperage	Watts	Temperat	Date	Time		
206	140	2,34	13,67	2,91	39,79	23,25	21.09.2016	17:49:28		
207	150	2,54	13,67	2,39	32,71	23,25	21.09.2016	17:49:30		
208	140	2,44	13,67	2,54	34,73	23,25	21.09.2016	17:49:31		
209	140	2,44	13,67	2,32	31,7	23,25	21.09.2016	17:49:32		
210	140	2,54	13,67	2,47	33,72	23,31	21.09.2016	17:49:33		
211	150	2,73	13,67	2,76	37,77	23,31	21.09.2016	17:49:34		
212	140	2,83	13,67	3,06	41,81	23,31	21.09.2016	17:49:35		
213	150	3,22	13,67	2,99	40,8	23,31	21.09.2016	17:49:37		
214	150	2,83	13,67	3,36	45,86	23,31	21.09.2016	17:49:38		
215	160	3,81	13,67	3,21	43,83	23,31	21.09.2016	17:49:39		
216	150	3,71	13,76	3,8	52,29	23,31	21.09.2016	17:49:40		
217	160	3,42	13,76	4,02	55,35	23,31	21.09.2016	17:49:41		
218	160	2,73	13,76	3,8	52,29	23,31	21.09.2016	17:49:42		

Fig. 1. A fragment of the data file.

The insignificant nature of the variation of indicators makes it possible to construct graphs of the dependence of the wind speed and the wind wheel speed in a sufficiently large range.

As in the construction of graphs of the calculation model the power was given as a mechanical parameter and for logging the data this parameter was electric, to compare the results we only selected the graph of the dependence of the

wind wheel turn on the wind speed. In the MS EXCEL software system, the graph 2 was constructed.

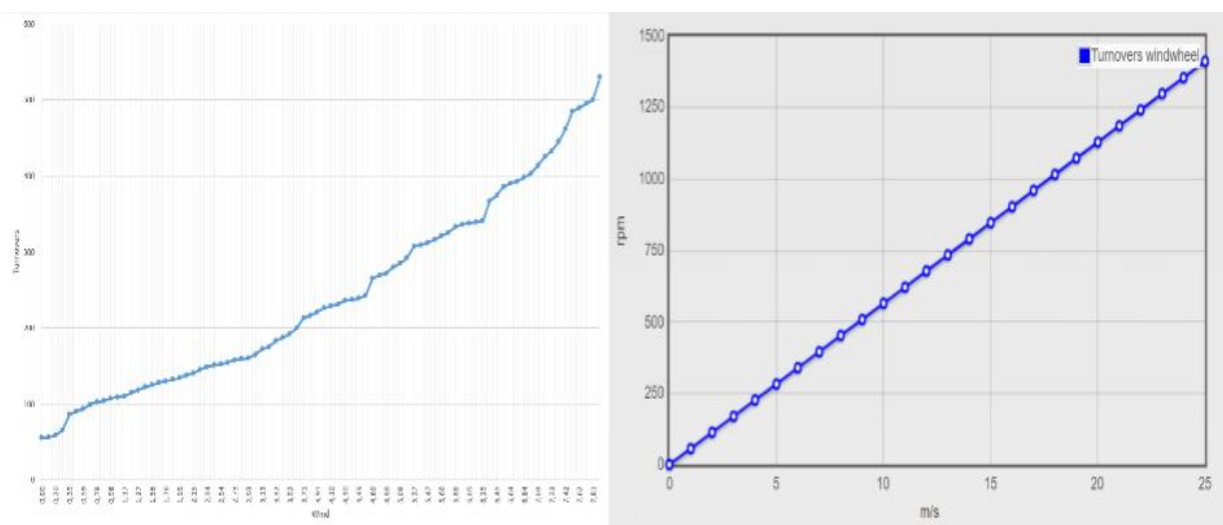


Fig. 2. Graphs of dependence of the wind wheel turn from the wind speed, processed (left) and estimated (right)

Insignificant non-linearity of the graph on the left occurs due to the influence of the battery charge control system as the result of the electric load on the generator, which in turn gives an additional load on the wind wheel. Nevertheless, using the graphs it is possible to trace clearly that the received data correspond to the calculated ones.

The experiment carried out with the help of the power plant of 400 W, confirmed the correctness of the mathematical model obtained using the software system "Aerodinama". Minor deviations of the mathematical model from the physical one exist due to the lack of consideration of the additional parameters affecting the work of the CE. The consumer's influence on electric energy can be included into these parameters.

References:

1. Korneliuk S. Aerodinama – Matematychnе modelyuvannya vitrokolesa / S. Korneliuk // VEU «Svitlotekhnika ta elektroenerhetyka». – №3(50). – 2017. – pp. 42 – 48.
2. Korneliuk S. Aerodinama [WEB resource] – URL: <https://seiger.pp.ua/aerodinama/847ec82302afca5ffb262d0d38d63ff9>
3. Yakovlev A. Raschet i proyektirovaniye vetroelektricheskikh ustanovok s gorizontal'no-osevoy vetroturbinoy i sinkhronnym generatorom na postoyannykh magnitakh / A. Yakovlev, M. Zatuchnaya, V. Merkushev, V. Pashkov. – Ucheb. posobiye po kursovomu proyektirovaniyu. – Khar'kov: Nats. aerokosm. un-t «Khar'k. aviats. in-t», 2003. – 125 p.
4. Krivtsov V. Neischerpayemaya energiya Kn. 1 Vetroelektrogeneratory / V. Krivtsov, A. Oleynikov, A. Yakovlev. – Uchebnik. – Khar'kov: Nats. aerokosm. un-t «Khar'k. aviats. in-t», Sevastopol': Sevast. nats. tekhn. un-t, 2003. – 400 p.

NEW ENERGY EFFICIENT MODEL OF CONVERTING SYSTEM OF SOLAR PHOTOVOLTAIC STATIONS IN THE LOCAL STRUCTURE OF ENERGY SUPPLY SYSTEM

Serhii Kotelevets, PhD degree student

Dmitry Tugay, Associate Professor, Doctor of Science (Engineering), Research Advisor

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

The method for constructing of a control system for the power converter of a local photovoltaic station, which allows simultaneously with the energy generating mode of a renewable source to implement a active compensator mode without changing the topology of the power part is presented.

Keywords: *inverter, power active filter, solar photovoltaic station, energy efficiency, energy supply system*

The operation of photovoltaic solar stations in parallel with the power supply system is standardized regarding to the quality of electrical energy at the point of attachment. In local power supply systems, this problem is most acute as a result of the influence not only the solar power plant but also the modes of the consumer's regimes on the quality of electricity [1]. Most of the mains inverters presented in the market for converting equipment of photovoltaic stations are not programmed to solve this complex problem [2]. In our opinion, this is a significant drawback of inadequate use of converting equipment capabilities, since the topologies of the power part of the transistor voltage inverter and the power active filter (SAF) coincider.

The purpose of the work is to create an algorithm for controlling the converter of a solar photovoltaic station of a standard topology, which simultaneously with the function of generating energy from a renewable source to the power supply can support the function of the power active filter-compensating device.

The transformation equipment of photovoltaic solar power plants is usually selected with a specific current and voltage reserve and is calculated for the maximum generation mode of operation corresponding to the maximum of solar insolation for the climate zone where the power plant will operate. For a moderate climatic zone, the maximum of solar insolation is achieved in rare cases, indicating the possibility of additional use of conversion equipment as a filter-compensating device (PAF).

Figure 1 shows a structural scheme of the local power supply system, which includes an array of photovoltaic modules (SB), a main inverter, based on an enhancement DC / DC converter and an NPS inverter, an industrial energy supply

system (ESS) of 380 V, 50 Hz and a load.

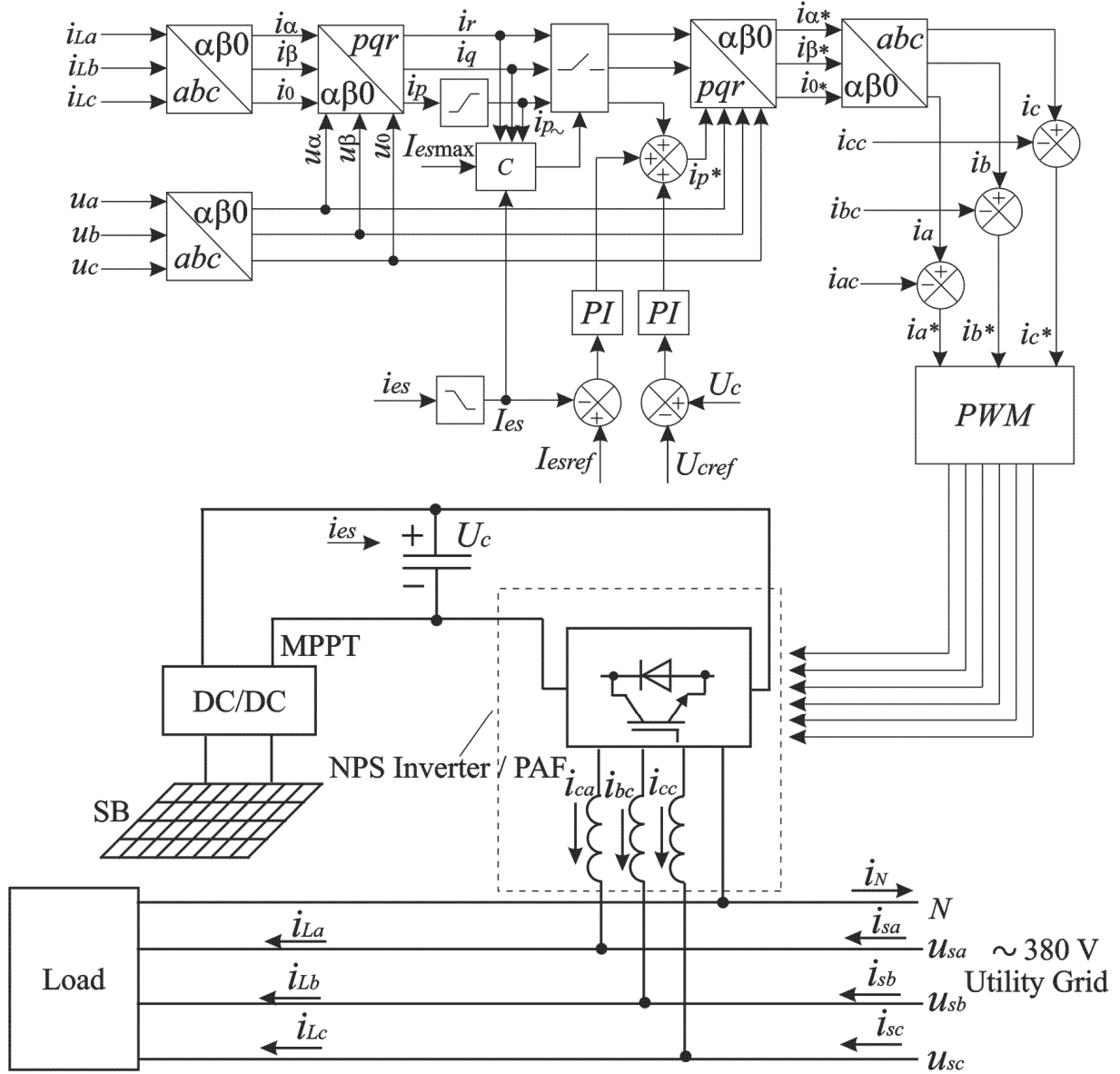


Figure 1 - The structural scheme of the local power ESS

The operation of the NPS inverter is controlled by a vector-based autoregulation system that is characteristic of PAF, synthesized on the basis of the power theory pqr [3]. After consecutive spatial coordinates converting $abc \rightarrow \alpha\beta 0 \rightarrow pqr$ relative to phase load current, as well as filtering of the variable component for the current axis p (i_p), a task is formed according to the currents in pqr coordinates. The calculation of the task at the current (i_p) is supplied with two signals coming from independent regulators, namely the voltage on the condenser of the DC link of the converter and the current of the generation of photovoltaic panels. If the power plant operates in the mode close to maximum generation, the signal to the block of the task is received from only the last regulator, that is, the converter operates as a standard network inverter, giving the energy of the photoelectric station to the industrial ESS.

As soon as inequality is performed

$$\sqrt{I_{es}^2 + I_c^2} \leq I_{esmax}, \quad (1)$$

where I_{es} – is the real generation current; I_{sbmax} – maximum generation current;

$$I_c = \sqrt{\frac{1}{T} \int_t^{t+T} (i_{p-}^2 + i_q^2 + i_r^2) dt} - \quad (2)$$

current compensator, comparator (C), switches and the task of current compensator adds to the task signal.

References:

1. Shav`olkin O. O. Try`fazny`j peretvoryval`ny`j agregat z fotoelektry`chnoyu sonyachnoyu batareyeyu dlya kombinovany`x sy`stem elektrozhy`vlennya / O. O. Shav`olkin, D. O. Levchenko // *Texnologiyi ta dy`zajn*. – 2018. – #4 (29). – S. 1–10.
2. Tsao-Tsung Ma. Power Quality Enhancement in Micro-grids Using Multifunctional DG Inverters / Tsao-Tsung Ma // *Proceedings of the International MultiConference of Engineers and Computer Scientists, 2012 Vol II, IMECS 2012, March 14-16, 2012, Hong Kong*. – pp. 996–1001.
3. Tugaj D. V. Modelyuvannya rezhy`miv roboty` sonyachnoyi elektrostanciyi v Smart Grid sy`stemi elektropostachannya / D. V. Tugaj, Yu. P. Kolontayevs`ky`j, S. V. Kotelevetz`, Ye. S. Savchuk, // *Svitlotexnika ta elektroenergety`ka*. – 2017. – #. 3. – S. 16–24.

COMPUTER TECHNOLOGIES IN MODERN CONSTRUCTION

Mariya Kovalska, Master Degree Student

Oksana Tarabanovska, Senoir Teacher, Language Advisor

O. M. Beketov National University of Urban Economy in Kharkiv

The need to introduce information technology for the development of civil engineering is explained by the requirements for reducing the design and preparation time for the production of new and modernized products, the cost of design and production, and the cost of long-term after-sales service. Today we can notice a strong development of the functionality of computer-aided design, database management systems, project data management systems, automation calculation methods etc.

The process of urbanization of cities has led to the fact that the number of new construction objects is increasing every day. The structures of buildings begin to become more complex, which leads to the complication of calculations of load-bearing structures. Only computers, modern software and specialists who use them for work can solve such a complex and difficult task.

Today, special program complexes have been developed for help engineers for create designs for frame structures, and can even produce ready-made working drawings and schemes. These opportunities of computer technology can significantly speed up and simplify all design work. To install such a program, it is better to seek the help of specialists who can do everything quickly, and most

importantly - with high quality.

It should be noted that the development of the project is carried out in accordance with the standards, norms and requirements that apply in the construction field. With the introduction of basic data of architectural components into a program, it is possible to calculate not only the cost of a complete project, but also to find out the price of the building's nodes separately.

Thanks to computer modeling, the time for designing systems is greatly reduced, no matter how difficult they are. And there are also special programs that help to make construction estimates, and can also carry out not only the verification and comparative analysis of the estimate documentation, but also make an objective assessment of the existing tender proposals. And that's not all, as there are a large number of design programs that are aimed at creating internal metamorphosis of buildings.

Although there are so many softwares used in our Construction Industry but the usage depends on the profile we are working. Most of civil engineers remain confused when it comes to software though there are so many, which we need to learn. How many and what kind of software we should know to grow in our professional life?

For example, AutoCAD and 3D Max- the most popular software in civil engineering world designed by Auto-desk 2D and 3D design, drafting, modeling, architectural drawing etc. can be created by this software. This is the most powerful resource to express your imagination to write down, to draw or to plot them. Revit, Tekla – are building information modelling software for architects, landscape architects, structural engineers, MEP engineers, designers and contractors. Lira and Scad - computing complex for the strength analysis of structures by the finite element method, which uses in our country and neighboring countries.

References:

<https://www.quora.com/What-are-the-softwares-that-a-civil-engineer-must-know>
<https://bigreddog.com/10-software-programs-to-know-in-civil-engineering/>

UDC 004.357

MAIN COMPONENTS OF MULTIMEDIA

Darina Lavrinets, student

Svitlana Zubenko, Associate Professor, PhD (Philology), Language Consultant
O. M. Beketov National University of Urban Economy in Kharkiv

Multimedia is one of the most perspective and popular directions of information technology development. Their purpose — application creation, containing "collections of images, texts and data which are followed by a sound, video, animation and other visual the effects including the interactive interface and

other mechanisms managements". This definition is formulated in 1988 European Commission on problems of implementation and use of new technologies. Ideological premises of emergence of technology of multimedia consider the concept the organizations of memory "MEMEX" offered in 1945 to American scientist Vanniver Bush. It provided information search in compliance with its semantic contents, but not on formal grounds.

A particular interest in the late eighties in use of multimedia technology it is connected with a name of Bill Gates which possesses the idea of creation and successful implementations in practice of a multimedia product on the basis of office museum the inventory database for "National Art Gallery" in London, with use in it is mute all possible "environments": images, sound, animation, hypertext system. This product integrated in itself three basic principles of multimedia:

- 1) information representation by means of a combination of a set of the environments perceived by the person;
- 2) Network information and communicative environments (Internet, virtual offices, etc.).
- 3) existence of several subject lines in the maintenance of a product;

The special pointer with the sensor called by a feather is a part of the device. Own controller sends impulses on the orthogonal grid of conductors located under the tablet plane. Having received two such signals, the controller will transform them to the coordinates transferred to the PC. The computer transfers this information to the point coordinates on the monitor screen corresponding to the provision of the pointer on the tablet. By means of a feather the drawing on the tablet is put, at the same time graphics editors perceive it as a pencil, a brush, a piece of chalk, etc. Having inverted a feather, the image can be erased. Digitayzera are the instrument of digitization of three-dimensional objects. For further processing and editing results of scanning there is a set of different programs. Mechanical digitayzer have rather high accuracy — up to 0.2 mm. Models from the 3D series can remove coordinates with a speed of 1000 points per second and report information with a speed of 38 Kbps. 31 Before scanning line an object, draw in detail lines across which there will pass the feather. It is possible to digitize in the semi-automatic and manual modes.. In the course of scanning of an object as coordinates of points get to the computer, on the monitor the space model appears. For creation 3D - images it is possible to use programs which allow to present the scanned objects in the different ways, for example in the form of points, lines, a wire frame, splines and also to edit and save 3D - images in files of the formats dxf, IGES, obj, txt, 3ds for the subsequent import in other applications.

The web design became one direction of modern multimedia. Thus, it is possible to select the following main scopes of computer graphics

ASSISTANTS OF THE XXIST CENTURY

Katerina Loshkariova, student

Lada Zolotorevskaya, Senior Lecturer

Ukrainian State University of Railway Transport in Kharkiv

We live in the era of high technologies, and we use modern inventions in our everyday life. Today we can hardly imagine our life without such modern mobile devices as cell phones or laptops. Our offices are fully equipped with computers, printers, scanners, air-conditioners, interactive whiteboards and wi-fi modems. Household appliances (vacuum-cleaners, coffee-machines, dish-washers, food processors and others) help us save our time and energy. And could we imagine just 15 years ago all the things we can do on the wireless Internet nowadays: connecting with friends from all over the world, online shopping and banking, distance online learning, finding virtual relationships and even working from home? Isn't that awesome?! Our parents used to go to post-offices to send letters or pay bills, they went to libraries to find a good book and they used telephone-booths for phone-calls. Every day scientists are developing new and new things that make life easier for us. The latest technology is an integral part of every field of human activity today.

Today, robots are widespread. A robot is a machine – especially the one programmable by a computer – capable of carrying out a complex series of actions automatically. Robots can be guided by an external control device or the control may be embedded within. Robots may be constructed to take on human form but most robots are machines designed to perform a task with no regard to how they look. Modern robots, created on the basis of the latest achievements of science and technology, are used in all spheres of human activity. Depending on the functional purpose, the main types of robots are distinguished: **Domestic robots, Industrial robots, Military robots, Medical robots, Cosmo -robotss, Humanoid robots** and many others.

Domestic robot – this type of robots does chores around and inside homes. We are getting more and more used to such assistants at our homes, that is why we are not surprised watching a robot hovering the floor any more.

An **industrial** robot is a robot system used for manufacturing.

Typical applications of these robots include welding, painting, assembly, pick and place for printed circuit boards, packaging and labeling, palletizing, product inspection, and testing; all accomplished with high endurance, speed, and precision. They can assist in material handling.

Military robots are autonomous robots or remote-controlled mobile robots designed for military applications, from transportation to search and rescue and even attack. Some of such systems are currently in use, and many are under development.

Health care is one of the most progressive areas in which robots work.

Currently, robotic surgery is actively developing. Robotically-assisted surgery was developed to overcome the limitations of pre-existing minimally-invasive surgical procedures and to enhance the capabilities of surgeons performing open surgery.

The da Vinci Surgical System is a robotic surgical system made by The American Company Intuitive Surgical. It has been designed to facilitate complex surgery. Da Vinci Surgical Systems Survived 200,000 surgeries.

The da Vinci System has been designed to improve upon conventional laparoscopy, in which the surgeon operates while standing, using hand-held, long-shafted instruments, which have no wrists. Thanks to cybernetic technology, a person can recover a lost part of the body.

A major breakthrough has been achieved in medicine since bionic prostheses began to be used, which a person can manage with the help of his own nervous system. Using the prosthesis, a person can feel a touch, heat and pressure.

A **humanoid** robot is a robot that is based on the general structure of a human, such as a robot that walks on two legs and has an upper torso, or a robot that has two arms, two legs and a head. A humanoid robot does not necessarily look convincingly like a real person, for example the ASIMO humanoid robot has a helmet instead of a face.

They are also becoming increasingly popular as entertainers. For example, Ursula, a female robot, sings, plays music, dances and speaks to her audiences at Universal Studios. Several Disney theme park shows utilize animatronic robots that look, move and speak much like human beings.

Humanoid robots, especially those with artificial intelligence algorithms, could be useful for future dangerous and/or distant space exploration missions, without having the need to turn back around again and return to Earth once the mission is completed.

People received a faithful assistant who is able not only to perform work that is dangerous for a person's life, but also to free humanity from repetitive routine operations.

Therefore, new technologies are an integral part of every sphere of human activity today. We can say that they are deeply penetrated into our lives and modern society that can not exist in its present form without them.

References:

https://en.m.wikipedia.org/wiki/Domestic_robot
https://en.m.wikipedia.org/wiki/Industrial_robot
https://en.m.wikipedia.org/wiki/Military_robot
https://en.m.wikipedia.org/wiki/Da_Vinci_Surgical_System
https://en.m.wikipedia.org/wiki/Humanoid_robot

ENVIROMENTALLY FRIENDLY CONSTRUCTION

Svitlana Luchnikova, student

Oleksandr Shepel, Language Advisor

O. M. Beketov National University of Urban Economy in Kharkiv

In the modern world the eco-home construction trend is well under the way. For our country it is the very burning problem, too. And not only in the context of environmental protection, but in the context of commerce as, because eco-houses are very cheap houses. But are such type of houses environmentally friendly indeed? Are all construction materials safe for human? And can an averaged income person afford it?

At last, you decided to build the eco-house. Nowadays, it attracts much attention: it is a fashion trend, saves energy, is an efficient and cheap house. But you should know that for the fear of mistaking, is the construction really environmental friendly?

Establishing a new eco-house construction, you should plan and think over everything thoroughly. Is the construction really environmentally friendly? And for this purpose you have to answer 5 questions:

1. How many resources (gasoline, gas or diesel fuel) are spent for delivery construction material to your construction site?
2. How well the basic construction material flow air ("walls breathe")?
3. How well is it thermopositive?
4. Or does emit harmful substances to the air?
5. How well is it utilized (decays)?

Further are more detailed on each point.

Ecohouses are different. We would like to get acquainted with such kinds of eco-houses. They are:

Adobe-brick house;

Mud hut;

Straw bale house;

Wattle-and-daub house or earthship;

Sack house;

Energy-wood-house, or, so-called, "cordwood";

Wooden house ;

Stone house;

Environmental friendly houses made of local materials.

If you made up your mind to construct, for example, a hut of cordwood, but there no wood in arounds and you have to transport the timber from far away locality, not present anywhere, it is a minus in environmental friendliness. And in

cost too. The key problem of an environmental friendly house: "What material will it be built?"

If you have clay soil, you have to choose between an adobe hut and a mud hut. There are not much clay, but there are fields full of straw? It will be cheaper to make a bargain with the local farmer on their purchase of straw wads and construct your own house. Cheap environmental friendly houses made of local materials.

Environmental friendly houses made of local materials.

It is very important for residence that there was correct microclimate. Not dry, and not humid, and air-conditioning should take place, and without any energy expenditures but and so forth. When using insulating glass the ventilation problem becomes sensitive. For example, clay and wood breathe perfectly. But what's about cement, that therewith is usually covered by soil mixture and paint, becomes impenetrable for air and steam.

Energy effectivity depends on heat conduction depends, and heating expenditures in winter and comfortable temperature in the summer. Therefore it is always necessary for us to calculate correctly wall depth for this or that material.

Front putties, gypsum plaster board, some paints emit toxic substances so even having built the most environmental friendly house of super environmental friendly adobe and having covered it inside with toxic materials, you will waste your work.

About 30% of garbage all over the world - construction debris. It goes without saying, that we should take care for the next generations. What, will they do with your old hut when it becomes unsuitable for life? Ancient inhabitants of Tripillia tripolets had a very strange tradition: They burned the buildings. When in the millennia they were absorbed by the earth, those became fertile fields, but not concrete dumps.

Clay is dissolved by a rain and "goes" to the earth, the tree can be burned or or rot through and nothing will remain from your walls. Only in that case the material is possible to call quite environmental friendly.

UDC 004.92

THE USE OF MULTIMEDIA DESIGN IN ONLINE ADVERTISING

Alina Martirosova, Khristina Deineko, students

Svitlana Zubenko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

Multimedia in advertising is text, sound, animation and visual technologies used to attract the attention of the target audience (in this case, buyers) to advertising materials.

Multimedia advertising can be divided into standard, such as radio, TV, media, etc., and Internet advertising. All types of online advertising are gaining

more popularity, as in the modern world a person spends most of his time on the Internet. Therefore, it is advertising on the Internet is one of the most effective means of promoting a variety of products.

Internet advertising is divided into certain types: banners, video advertising (closely related to TV advertising), branding, text and graphic blocks.

The process of creating online advertising is quite complicated, especially with the use of multimedia technology. Initially, the designer has specific goals, for example, to study an advertising object and properly advertise it. The concept of media marketing is closely related to the creation process.

Media marketing is an element of advertising and promotion that works through communication with the audience in social networks. This concept is used to create online advertising in social networks such as FB, VK, Twitter, Instagram, Youtube. In social networks, as well as on sites, all types of Internet advertising are used. The advantage of virtual advertising is that you can instantly monitor the reaction and actions of users and instantly make changes to the design advertising or something else. In addition, the multimedia design in advertising attracts more attention of buyers than the admitted polygraph advertising.

The main errors and problems that cause rejection:

- Overloading the site with banners and text-graphic blocks.
- Accompanying the banners with sound effects.
- Incorrect ad dimensions and overlay on top of the site.
- Wrong combination of colors.
- Too fast animations.

Initially, the designer should understand what advertising should offer (product, service, idea), then a trial version of advertising is created, which is coordinated with the customer, after which the designer applies all sorts of technologies to design and properly serve the commercial, banner and so on. If you distribute the process of creating online advertising on items, they will look like this: *Advertising product analysis*

- Clarification of the goals and objectives of advertising
- Development of a multimedia script in advertising (if this is a video)
- Development of a creative concept
- Development of animation and work with video materials
- Work with music, special effects, sound recordings and texts
- Advertising testing
- Customer approval

Taking everything into consideration I would like to say that, in the modern world, the use of multimedia design in Internet advertising is one of the main technologies for promoting sales of various goods. First of all, Internet advertising is aimed at creating a favorable image for a company or a

company. Also advertising on the Internet facilitates the dissemination of information about the product and increases its merchantability.

UDC 620.9:643.64

TO THE QUESTION OF THE CONDITION OF THE DEVELOPMENT OF ENERGY SAVING OF URBAN ELEVATOR

Yurii Martynov, PhD degree student

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultan

O. M. Beketov National University of Urban Economy in Kharkiv

A new increase in the prices for energy resources, including electricity, has made the problem of reducing the consumption of electricity in all spheres and industries and everyday life acute. This, in turn, leads to a revision of the approaches and methods of work, management and control of various industrial, municipal and agricultural facilities.

The distribution of electricity between consumers correlates approximately in such a way that: 70% of the consumed electricity refers to different electric drives (regulated and unregulated), machines and mechanisms of communal, agricultural and everyday life. About 15% of the electricity comes to various electrochemical installations, 10-15% of the electric energy go to the rest of the consumers.

It is obvious that the share that accounts for the consumption of electric drives is very significant. Therefore, it is necessary to look for the ways to solve the problem of reduction of electrical energy consumption at these facilities using AC and DC electric drives.

First of all, it is necessary to check the compliance of the workload of the electric motors with respect to their nominal mode and the steady power that is available. As it is known, one of the parameters of energy efficiency is efficiency. Therefore, one of the ways to optimize is making in accordance with the possible maximum efficiency, relative to its maximum efficiency. All of the above mentioned relates more to unregulated drives. One of the significant consumers of electrical energy in the city, is the city elevator due to the large number of people serviced [4].

One of the ways to reduce the cost of electrical energy is using of a frequency-controlled converter [2]. The use of a frequency-controlled drive significantly reduces the costs of starting and braking of these drives, as well as the dynamic loads that occur during transient process. The use of a frequency-controlled drive leads to 40-60% of energy savings which, in turn, is realized by reducing the moments of inertia, all dynamic links when using a single-speed motor with a short-circuited rotor of general use. The work also demonstrates a reduction of power consumption due to a smooth acceleration and deceleration as well as a significant reduction of the load in the elements of the kinematic links of the drive

chain, namely, brake pads, gearbox, traction sheave, counterweight suspension elements and cab, which, in turn, leads to reduction of operating costs. However, the use of a frequency-controlled electric drive for a single-speed mode of operation can increase the payback period of the electrical equipment, namely, for 6-8 years, which significantly slows down the frequent use of this method of elevator control [3]. Thus, finding new ways of regulation in the framework of technical and economic norms and payback periods is a priority and urgent task for the municipal economy[1].

Table 1. Technical characteristics of winches installed on low-speed elevators with different cab speeds

Parameter	Passenger lifts (320 kg)				Elevator sick leave	Passenger and passenger-and-freight elevators	
	ЛП-150	ЛГП 60			ЛП-150	ЛП-180	
	0,5 m / s	0,71 m / s	1,0 m / s	1,4 m / s	0,5 m / s	1,0 m / s	1,4 m / s
gear type:	РГЛ-150	РГЛ-160	РГЛ-160	РГЛ-160	РГЛ-150	РГЛ-180	РГЛ-180
gear ratio	59	50	40	35	59	45	35
number of worm-gear starts	1	1	1	1	1	1	1
diameter of traction head pulley, mm	770	770	770	770	600	930	930
motor type:	4A/112 MB8 HJY3	AC2-72-6/18 ШЛЮЗ	УТМ250 AC6/24	3АН2806/24ИЛЮЗ	AC2-72-6/18ШЛЮЗ	3АН2808 6/24HJY3	3АН280M A6/ 24 HJY3
power, kWt	2,2	3,5-1,17	5/1,25	7/1,75	3,5/1,17	7/1,75	10/2,5
rotational speed of rotor, min ⁻¹	680	950/276	950/222	945/205	950/276	945/205	945/205
electric motor mass, kg	119	189	295	370	189	370	460
winch weight, kg	630	750	815	860	700	1650	1700

The suggested solution is using of a single-speed asynchronous motor with a squirrel-cage rotor, with a possible realization of a precise stop of the elevator car in the dynamic braking mode.

References:

1. Vinogradov A. B. Sensorless electric hoisting mechanisms / A. B. Vinogradov, Sibirtsev A. N., Zhuravlev S. V. // Power Electronics. – 2007. – №1. – p. 46–52.
2. Catholics V. E. Technological features of the application of a thyristor electric drive of mine hoisting machines / V. E. Catholics // Electrical Engineering. – 2001. – №1. – p. 46–55.
3. Ishkhanov E. P. Electric equipment of elevators, perspectives of development and application / E. P. Ishkhanov // Electrical Engineering. – 2001. – №1. – p. 43–46.

4. Pankratov V. V. Valve electric drive: from washing machine to metal-cutting machine and electric locomotive / V. V. Pankratov // *Electronic components*. – 2007. – №2. – p. 68–77.

LANDSCAPE DESIGN TRENDS 2019

Elina Milova, student

Svitlana Zubenko, Associate Professor PhD (Philology),

Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

Fashion is fleeting and changeable, and gardens are not created for one year. And it takes quite a lot of time to create them, even if large-sized plantings are used – the plants need to adapt to the new conditions and survive the stress after transplantation. Therefore, landscape design does not respond to fashion trends so quickly, but, nevertheless, it cannot remain aside from the requests of time.

1. Geometry and asymmetry. In landscape design, the popularity of the geometric theme, which began with drawings on textiles and confidently took the leading positions in interiors and architecture, is growing. Geometry and asymmetry of planning solutions, paving, garden furniture, clipped hedges, reinforced by contrast with plantings in a natural style, cereals, can be seen in gardens more often.
2. Minimalism in detail. In recent years, minimalism inspired by the Scandinavians has dominated modern gardens. In the coming years, its popularity is unlikely to fall much. But the interiors are already returning to the 80th, a mixture of times and styles, giving freedom of creativity and allowing to express the personality of the owner. Probably in the near future a mix of styles and styles from the interiors will flow into the garden.
3. Color contrasts. Light furniture of cheerful colors, which is easy to move, bold combinations of colors will add to the space of the garden game element.
4. Personalization of the garden, its emotions and character. More and more in the gardens there will be small architectural forms, garden benches, custom-made lamps, by individual measures, by hand. Furniture, arbors - as art, but comfortable and functional. The cumbersome “palace” lanterns are a thing of the past; they are replaced by the “right” light, creating coziness and emphasizing the beauty of landscapes.
5. The pursuit of naturalness. Appeal to local producers, the use of local materials, plants from local nurseries is becoming popular. Simple forms, pronounced textures, emphasizing the authenticity of materials, rough, seemingly untreated surfaces are actual. In place of overloaded complex mix borders come landing in a natural style.
6. Garden for the frame. Today it is difficult to imagine the world without self and social networks. And, therefore, the need for creating a garden, which may become an object for the photographer or a worthy background for portrait photography, is growing.
7. Using the most unpretentious plants. There remains the tendency to use stably decorative, unpretentious plants that can grow for a long time in one place without transplants and meticulous care,

are resistant to diseases and pests, are well adapted to local conditions and are selected according to ecology for a particular place.⁸ Use in the design of the garden fruit crops. The use of fruit and garden crops in the garden has always been in demand, over the years, the popularity of the orchard and vegetable gardens does not fall, but only grows.

In conclusion I would like to say that a request for a harmonious balanced individual garden that does not require complex maintenance is more relevant than ever.

UDC 655.533

IMPLEMENTATION OF BOOK DESIGN IN TYPOGRAPHY

Darina Mospan, student

Svitlana Zubenko, Associate Professor, PhD (Philology), Language Consultant
O. M. Beketov National University of Urban Economy in Kharkiv

Computer publishing programs are oriented to different units of measurement, and the user has a choice. In the list of units of measurement program PageMaker there are inches, decimal inches, millimeters, peaks, pica. A user who is not associated with a narrow professional activity or has begun to engage in the preparation of printed materials simultaneously with the development of a computer publishing program usually chooses units that are familiar to him in everyday life: millimeters. The user, who had experience in preparing printed materials using traditional technology, is forced to rebuild, adapt to a different - metric - unit of measure, which programmers recommend using it, helping them to master a computer publishing program and often far from the specifics of typography and newspaper design. In some books you can find this advice: to determine the position of the elements of a strip, you will have to use some system of units. It is better to use the units to which you are accustomed. Most print workers do not want to know other units, except for the peak and points, but you do not need to adapt to them. There are no single correct or even preferred units. QuarkXPress invites you to find a convenient unit.

To do this, it is enough to replace the term "point size" with a "point value", measuring the latter in the metric system. Today, in desktop publishing systems, the width of a strip, the format of a column, and the size of a window are not measured in points, pica, peaks, inches or squares, but in millimeters. A typed letter is a small stone with a relief image of a letter on its end. Thus, each letter is rigidly attached to the rectangle of the so-called lettered pad. The height of the platform is such that it contains uppercase and lowercase characters with upper and lower outriggers, that all the signs of this size keep the font line, that above and below, as the old typewriters used to say, small shoulders remain the "meat" letters. This is the pin - the height of the letter, along with spaces, providing a straight line and a normal

leading when typing. A kegel should not be confused with the height (height) of a mark in purity. In the photographic and digital set, the letter has no platform, and its (literacy) is in some way infinite.

The font size is the height in the typographical points of the rectangle into which any character of the alphabet can be inscribed - both uppercase and lowercase with upper and lower outliers, taking into account the upper and lower clearance required for the formation of a normal interline space (leading).

In connection with the transition to computer technology requires reflection and the appropriate adjustment of another term - interline. In the past, tin-filled interstitial became difficult to measure with the disappearance of the traditional interpretation of pt in computer printing.

The designer, who worked during the “hot” technology, is well aware of the phrase “take the text on the veneer”, which means to break up, increase the gaps between the lines. It was possible to set the required amount of leading and before a set of metal lines on the linotype. The string was typed, for example, by petite, and cast on a boroscis leg. However, in practical activities related to the production of printed materials, this method of regulating the interline space was rarely used. This, firstly, would lead to the uneconomical expenditure of print space, and secondly, sending material to the set in advance, the designer often did not know whether he would need such a set or not. It was more rational to have standard typed text, and if necessary, select a sidebar, quote or eliminate the remaining empty space due to inaccuracy in the calculations - it was much easier to break the lines with veneers. Manipulation with an interline gap was not an actively used technique, and its reduction was simply impossible. With computer technology, changing the space between two adjacent lines has become perhaps the most popular parameter.

UDC 649.1

GREEN ROOF

Liza Myakotina, student

Svetlana Zubenko, Senior Teacher, Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

Green roof is a term that means partially or fully planted roofs of buildings with living plants. Plants planted directly into the ground, for which a waterproof membrane layer is placed between the green layer and the roof. Additional layers may also be used to protect the roof from roots, drainage and irrigation systems. Green roofs due to the tendency to associate green with environmental trends in society. At the same time planting plants in pots, even placed on the roof, is not considered “green roofs”.

Green roofs absorb rainwater (removing the load from sewer systems and not allowing relatively clean rainwater to mix with sewage), provide protection from city noise and cold, and also protect buildings from overheating in the heat (which, in addition to natural comfort, significantly reduces the cost of air conditioning and several times extends the life of the roofs themselves, saving them from the weather effects). In addition, the "green roofs" serve as a decoration of cities and habitat of urban fauna. There are two types of landscaping of urban roofs: intensive - conditionally it can be called "roof garden" - and extensive, in which the roofs are covered with a relatively thin layer of soil, where low-growing vegetation is planted, which does not require special care. Extensive "green roofs" are almost autonomous, and, as a result, extremely low cost in operation.

Green roofs allow:

- Reduce the need for artificial climate control systems, as they increase the mass of the heated surface and its thermal resistance.
- A study conducted at the University of Toronto in 2005 showed that green roofs also contribute to reducing heat loss and heating costs in cold weather, bringing such buildings closer to the standards of a passive house.
- Reduce the cost of cooling buildings by 15-19% due to the natural evaporation of moisture.
- Particularly well protected from overheating the roof, which is divided into a system of greenhouses, take away too much heat. Studies show that in summer a large concentration of green roofs can significantly decrease the average temperature of the whole city.
- Reduce the amount of water falling on the ground in the form of precipitation, as a result of melting snow, etc.
- Green roofs are becoming habitat for urban fauna.
- Greening roofs contributes to a significant reduction in air pollution and enriching it with oxygen, which, in turn, increases the comfort of life in the city and reduces the number of diseases, especially asthmatic ones.
- Purify rainwater, including from heavy metals.
- Absorb noise; meanwhile, the soil layer absorbs low frequencies of sound, and plants absorb high ones.
- Green roofs are an efficient agricultural space.
- Being protected from weather and climate impacts, green roofs serve several times longer than usual.
- Increase the value of real estate.
- A green roof is often a key component in the design of a passive house.

In Germany, especially in Berlin, green roofs have been studied since the 1970s, and over the past 10 years, interest in greening roofs and studying its effects has been observed around the world. There are about 10 research centers in the United States, and various roofing-related undertakings take place in more than 40 countries around the world. As a result of recent experiments on the territory of

Manchester, researchers confirmed that the appearance of green roofs in the city contributes to a significant decrease in temperature: “Greening all the roofs in the city can have a significant impact on surface heating, reducing average day and night temperatures relative to the last forty years, regardless of degree of air pollution. Greening roofs gives the greatest effect ... in areas with dense buildings and with insufficient amount of evaporated moisture. In other words, the maximum effect is observed in urban centers”.

All in all, green roofs are very important nowadays. They absorb rainwater, provide protection from city noise and cold, and extend the life of the roofs themselves, saving them from the weather effects. Green roofs allow to reduce the need for artificial climate control systems, the cost of cooling buildings, the amount of water falling on the ground in the form of precipitation and absorb noise. They reduce day and night temperatures, regardless of degree of air pollution in cities, which is very important.

ECO-FRIENDLY BUILDING

Aliona Nos, student

Diana Moskalenko, student

Zubenko Svitlana Oleksandrivna, Associate professor, PhD (Philology),
Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

An eco-friendly house is a house that ensures that both the fabric of the building and the family that live there have as minimum negative impact on the environment as possible. This means that a wide number of things need to be taken into consideration:

Size. A small home built with eco-friendly techniques is going to have smaller environmental impact as against a large home.

Energy efficiency. Energy efficiency - a modern eco-friendly house should be as energy efficient as possible. This means using energy saving options such as efficient home heating systems.

Well insulated house. Good insulation is also key to the efficient running of a green home. Heating and cooling account for 50% of your home's energy consumption.

Water conservation. Water conservation - saving water and reducing water consumption is an important part of green living. Install a rainwater harvesting system while building your green home to collect rainwater from roofs and then storing it in a tank. The collected water can then be used for other purposes such as toilets and sprinkler systems. Rain barrels are one of the most common methods of rainwater harvesting being used today.

Alternative energy. There are many ways of generating energy at home. Developments in solar power, for instance, have meant that it is now possible to generate electricity from the sun on even overcast days.

Building materials. Eco friendly building materials are necessary for a green home. This means that, where possible, materials are sourced from sustainable supplies and are produced with a minimum carbon footprint. This might include using recycled materials such as recycled wood or recycled rubber flooring.

Reduce, Reuse, Recycle. Reduce your need for buying new products that are not environment friendly.

To Trade, to the way of life and food wastes actively influence on ecological factors, furthermore render substantial influence on living organisms. First of all it belongs in the complement of atmospheric air. In an atmosphere gaseous and hard wastes come as a result of combustion of fuel and various technological processes.

Utilization of food wastes in the production of building material of Utilization of food wastes for building will promote cyclic to the economy, in that organic wastes will not be thrown out on dumps, but will begin to be of the use.

In conclusion you get a lot of natural lighting, very high quality of air, healthy and soothing indoor environment and natural temperature regulation. These are just some of the standard benefits for eco-friendly house users, and there are quite a lot more.

References:

1. Deepthi Vaishnavy (Jul 25, 2013). Green building and architecture [Web log post]. Retrieved March 17, 2019, from <https://www.slideshare.net>
2. John Wolfendale (September 1, 2009). 10 of the World's Best Eco Houses [Web log post]. Retrieved March 17, 2019, from <https://johnwolfendale.wordpress.com>
3. Christie's International Real Estate (March 14, 2018). The Top Ten Eco-Friendly Features for Today's Luxury Homes architecture [Web log post]. Retrieved March 17, 2019, from <https://www.christiesrealestate.com>

THE RELEVANCE OF THE FORMATION OF THE BICYCLE TRANSPORT STRUCTURE IN THE LARGEST CITY

Diana Orel, student

Larysa Martyshova, Associate professor, PhD in Architecture, Research Advisor

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv.

Nowadays, urban space is distributed very disproportionately to the number of participants in the movement, "imposed on man (auto) mobility" leads to increased costs (from material to time) to overcome distances to newly created cultural and residential facilities located on the periphery of cities. This means that, in general, one of the most important urban tasks of a modern city today is improving the conditions of transport accessibility, unification of urban space,

reducing the structural and planning contradictions. Town-planning structures of large cities have a complex infrastructure, which unites separate subsystems: composite, functional, transport, etc. into a single harmonious whole. Safe and reliable mobility of the residents is one of the main challenges faced by cities.

The urgency of the development of bicycle infrastructure became apparent in Europe in the second half of the XX century, following increasing attention to environmental problems and transport difficulties in the historical centers of the largest cities, as well as to the high costs of maintaining and operating private cars.

A bicycle is an interesting example of affordable, ecological, economical transport that has been widely used since its invention. Today it has become one of the most priority vehicles in Europe and in the leading countries of the world. Cycle infrastructure is being improved annually; decisions are made to increase cycling and pedestrian zones instead of highways; bills on the comprehensive support of cycling are lobbied at the state level, cycling and pedestrian network transforms the territory, increases its attractiveness and comfortability for the inhabitants.

Many large modern cities in Ukraine, such as Lviv, Odesa, Dnipro, Kyiv, have already developed cycling and pedestrian infrastructure that enriches the image of the modern city, completing it with various routes along historic sights and scenic landscapes. However, Kharkiv, having a rich history and an attractive multifaceted natural component, unfortunately, is not included into this list, with the exception of the bicycle path coming along the forest-park area on the periphery of the city. Cities such as Copenhagen, Bogota, Montreal, Portland, Berlin, Paris have been improving the city's cycling conditions for decades, and Amsterdam for more than half a century has a proud title for the European cycling capital.

The developed bicycle infrastructure creates optimal conditions for using bicycle as a means of rest and provides comfortable living conditions. It solves not only the transport problems of the city (especially in the downtown), but also creates a favorable social environment, reduces the cost of medicine, increases life expectancy and working age, develops tourism, favorably positions the city as an environmentally friendly territory, which, in turn, attracts high-quality human capital and investments. Developed cycling infrastructure generates a positive social effect. Bicycle culture ideas are united around an ecologically friendly accessible environment, a healthy lifestyle, freedom of expression, communication and social equality.

The majority of the population spends a significant share of time outside vehicles that is why a continuous development of safe and comfortable bicycle and pedestrian structures will help to revive the "social suitability" of streets for all the citizens. It is also necessary to take into consideration that regulatory requirements for cycling are much closer to the pedestrian movement than to the automobile one. Therefore, the infrastructure created for cyclists is much more in line with the criteria of public spaces than the criteria for transport infrastructure. This approach is justified at the initial stages of the development of bicycle infrastructure. In developed cities such as Amsterdam, the emphasis has shifted towards providing

the transport function. However, for Ukrainian cities, the situation is different - the development of public spaces is a trend in itself, and bicycle infrastructure acts as a catalyst and an element of development of urban areas. In turn, a developed public space raises the general cultural level of the city, creates and strengthens social ties in the society, attracts market services, serve as drivers of social and economic development of the city districts.

Equally important is traffic safety. A city that is convenient for cyclists is a comfortable city for all categories of people, because it is primarily a barrier-free city. In addition, convenient conditions for cyclists' movement involve reducing the speed of vehicles.

Necessary qualitative conditions for the cycling structure is its informational richness, artistic unity and engagement with the person, where the elements interact, complementing each other and creating a coherent idea of a large urban system.

UDC 712.3

VERTICAL GARDENING

Iryna Panteleimonova, student

Svitlana Nikiforova, Associate Professor, PhD (Linguistics), Language Consultant
Kharkiv National University of Civil Engineering and Architecture

Green Facades are a type of green wall technology whereby climbing plants (vines and shrubs) are trained and maintained to cover specially designed supporting trellis structures. Plants are rooted at the base of these structures, in the ground, in intermediate planters or even on rooftops. Green Facades can be anchored to new construction, existing walls or built as freestanding structures, such as fences or columns.

Green facades attract and lose less heat. The plants also cause evaporation, that helps to keep the town or city's climate cooler. Vertical vegetation is currently of interest. For centuries certain climbing plants such as wisteria and virginia creeper have been used to adorn building facades. In Germany the greening of walls is called Architektentrost, as many failed designs have been hidden from sight using vertical vegetation. Recently in the larger cities this vegetation is used for many more purposes, such as capturing fine particulate matter and contributing to the cooling of a city. The advantage is that it takes up little space in an already intensively used urban area, while providing many vertical metres of green. One should not forget that a climbing plant that can cover a five story building in the span of a few years requires sufficient space for its roots to remain healthy. The plant does not need much space on the ground, but some space is required underground.

Considerations for Green Facade technology

Design, installation and maintenance considerations for green facades vary by system type selected and are influenced by the conditions in the built and natural environment.

- Attachment to building envelope – how the system will be secured to the building or freestanding structure.
- Calculation of structural loads for larger systems, resulting from loads such as snow, ice, plants, and wind.
- Plant selection for wind and light exposure, hardiness zones, and amenity context.
- Realistic expectations related to plant aesthetics and growth – some systems require 2 to 4 years to become fully established.
- Plant maintenance and/or long term maintenance plan to secure the health of these living systems, including proper soil and irrigation considerations.
- Check with manufacturers who may have certified or specially trained installers that will be able to complete the project successfully.
- Appropriate plant selection for the geographic region, correct plant spacing for desired coverage, and release from the temporary support structure used by the nursery.

Living Walls

Living wall systems are composed of pre-vegetated panels, vertical modules or planted mats that are mounted vertically to a structural wall or frame. These panels can be made of stainless steel, plastic, expanded polystyrene, synthetic fabric, clay, metal, and concrete, and support a great diversity and density of plant species (e.g. a lush mixture of groundcovers, ferns, low shrubs, perennials and edible plants).

Considerations for Living Wall technology

Design, installation and maintenance considerations for Living Walls vary by system type selected and are influenced by the conditions in the built and natural environment.

- Irrigation (establishing appropriate levels of watering and appropriate levels of nutrients).
- Plants correctly specified by landscape architects, landscape designers and horticulturalists for hardiness zone and geographic location.
- Growing medium must be designed to sustain chosen plants and to provide the correct nutritional needs.
- Interior applications need to determine correct light for plant survival.
- Maintenance programs are required to maintain plant health and long term management of plant growth.

INFLUENCE OF MINIMALISM AND “ZERO WASTE” MOVEMENT ON MODERN INTERIOR DESIGN

Nataliia Petrova, student

Svetlana Zubenko, Senior Teacher, Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

One of the global problems of the modern world is the problem of mass consumption. With the development of the massmarket, humanity began to produce more and more things, most of which eventually ended up in a landfill. And only a small part of this waste is recycled. The rest remains to decompose slowly, polluting nature, or it falls into the ocean, polluting it and killing all living things in it. In contrast to this problem, movements began to appear in the world that motivate us to consume more intelligently and produce less waste. This is the “zero waste” movement and the ideology of minimalism. And if the first tells us how to reduce to almost zero the harm we cause to the planet, then minimalism helps people to reduce the number of things necessary for life, to get rid of dependence and fear for the material. However, the roots of this ideology go far back. For example, we all know the history of the ancient Greek philosopher Diogenes. In our country, the ideology of minimalism appeared even under Leo Tolstoy. Zero waste is a younger course. Its main idea is to reduce the amount of garbage we produce by using reusable items and things. And both of these areas are being actively implemented in all spheres of our life. They do not bypass both architecture and interior design.

How do these styles affect the very essence of the interior? Each of these areas makes its own adjustments to the solution of space, materials, colors, furniture, etc. Consider each separately. The interior design, solved in minimalism, is characterized by restraint, rigor in design, the use of geometric shapes and functional objects. As a rule, it uses calm, basic colors, the game of halftones. Of the materials often found: chrome steel, glass, plastic, ceramics, stone (artificial and natural), textured wood. The main idea of the style: “less is better, better” means that in it you will not find non-functional objects that distract and occupy space. Simple, concise and high-quality things - the basis of the style of minimalism and reflects the main ideas of ideology.

The “zero waste” movement can manifest itself not only in minimalism, but also in eco-style. This style was originally created to contrast with the tension and negativity of the city, caused by an accelerated pace of life and a polluted environment. Now, in addition to its main goal, it displays many ideas of eco-movements in itself. And first of all it is, of course, the materials that are used in creating the design in eco-style. There is no place for plastics and polymers, there is no place for fast-wearing materials. Preference is given to natural stone and natural wood, glass, forging, and ceramics. As in minimalism, in eco-style, all objects are

of high quality. Also, modern high technologies are inseparable from the ecological style, because they are aimed at saving and humane handling of natural resources, for example, washing machines and dishwashers use water and electricity economically. Thus, durable materials and functional objects embodies the main idea of environmental movements - reducing the negative impact on the environment through waste reduction.

References:

1. Dominic Loro *The art of living is simple. How to get rid of excess and enrich your life*
2. Greg McKeon *Essentialism: The Path to Simplicity*
3. Yuri Hanon *"Minimalism to minimalism" in all arts*
4. Béa Johnson *Zero Waste Home*

UDC 575

PERSONALIZED MEDICINE AS A NEW TYPE OF MEDICINE

Nikita Popov, student

Lada Zolotarevskaya, Senior Lecturer, Language Consultant
Ukrainian State University of Railway Transport in Kharkiv

What will be your reaction, if I say, that cancer and other rare diseases could be defeated in the future. I think you will have some doubts concerning my claim. That's why I want to tell you about a new ambitious project of English scientists, which is named "The 100.000 Genomes Project". It gives the opportunity to cope with some great problems of our world. This Project was launched in England in late 2012 with the aim to create a new genomic medicine service for the NHS (national health service) and transform the way people are cared allowing the development of treatment which is individual for each person.

Let's consider in details the main aims of this project:

- Patient benefit: providing clinical diagnosis and timely new or more effective treatments for patients.
- New scientific insights and discovery: (with the consent of patients, creating a database of 100,000 whole genome sequences linked to continually updated long term patient health and personal information for the analysis made by researchers).
- Stimulating and enhancing industry: by providing the access to this unique data resource by industry for the purpose of developing new knowledge, methods of analysis, medicines, diagnostics and devices.
- Increasing public knowledge and support for genomic medicine: (delivering an ethical and transparent program which has public trust and confidence and working with a range of partners to increase the knowledge of genomics).

- Create personalized medicine, which could give individual treatments for each person.

When we have found out what this project has been started for, we should get acquainted with basic terms and concepts for understanding how it works. What is a genome? – Your genome is your unique sequence of DNA. It is over 3 billion letters long. It is found in almost every cell in your body. What is genomic? – Genomics is the study of the whole genome and how it works. Why scientists research our genome? – It helps them understand how disease develops and which treatments will be most effective. How a man of science studies our genome? – It is done due to an Illumina HiSeqX sequencing machine, which helps sequence human genome faster and better.

The process of sequencing is difficult and has several stages. And now, we can describe all of them in details.

- The First step is collecting DNA. People take part in the 100,000 Genomes and they donate a sample of DNA. This usually comes from a small blood sample of about 5 ml (a tablespoon). Cancer patients also donate a small piece of their tumor.

- The Second step is sequencing. DNA sequencing machines cannot sequence the whole genome in one go. Instead, they sequence the DNA in short pieces, around 150 letters long. Each of these short sequences is called a ‘read’.

- The Third step is mapping. The reads from the sequencing machine are matched to a ‘reference genome sequence’. This is done by ‘mapping’ software on high performance computers. The software finds where each read belongs on the genome.

- And the Fourth is the last step – the analysis. Every person has millions of differences to the reference sequence. The differences are called ‘variants’. These might be a single letter. Or a string of letters may be in a different place or even missing. Most of the differences are completely harmless – they are the reason due to which we differ from each other.

Indeed some differences could cause a disease. Scientists use a range of software to filter millions of differences down to just a few that could be harmful. By the way after using new sequencing machine, studying becomes faster, cheaper and better. In the past sequencing took 13 years and 2 billion of pounds for reading every letter of our genetic code. And now it takes only 2 days and 1 thousand of pounds to read every letter. So you could understand how scientific and technological advance help and develop this project. In addition due to this equipment scientists research the whole human genome and could take all the information, what they need, from our sequencing.

Moreover this project has main directions of its exploration. One of them is cancer genomics. The 100,000 Genomes Project aims to improve cancer care for patients and outcomes through personalized medicine. Cancer can be described as a genomic disease. It is caused by changes to DNA. The changes cause cells to divide and grow uncontrollably. Scientists are sequencing DNA from a patient’s tumor and healthy cells. They compare the two sequences. This information can improve

diagnosis. It can also help doctors choose treatments most likely to be effective for each person.

The same way program has second important direction, which is connected with rare disease. Most of them have a genetic component. Changes to DNA are involved in about 80% of rare diseases. Scientists look at every letter of DNA in a person's genome. This gives them more chances to find the change that is responsible for causing a disease. And gives possibility to find new unexplored disease.

On 5 December 2018 the project reached its main goal and collected sequencing of 100.000 whole genomes. As a result the UK has become the first nation in the world to apply whole genome sequencing at scale in direct healthcare, that's why they have possibility for providing access to high quality identified genomic data for the research aimed at improving patient outcomes.

Summarizing the information I must say that genomics is going to be fundamental for the future of the healthcare, transforming outcomes for patients. The specialists in the sphere of genomic use these technologies and it has already had impact on healthcare. Along with Elon Mask's projects, this is the most exciting project on the planet because it could change all the knowledge and the attitude to medical treatment and healthcare. In my opinion this program could help to cope with great problems of humanity.

References:

1. <https://www.genomicsengland.co.uk/news>
2. <https://www.genomicsengland.co.uk/understanding-genomics/>
3. <https://www.genomicsengland.co.uk/about-genomics-england/>
4. <https://en.wikipedia.org/wiki/Gene>
5. <https://en.wikipedia.org/wiki/DNA>

FOUNTAIN OPERATION

Danylo Poshenov, student

Yevheniia Moshtagh, Associate Professor, PhD (Philology), Language Consultant
O. M. Beketov National University of Urban Economy in Kharkiv

The method of operation of wells, in which the rise of oil or a mixture of oil and gas from the bottom to the surface is carried out at the expense of reservoir energy, is called the fountain operation.

If the pressure of the liquid column that fills the well is less than the reservoir pressure and the bottomhole zone is not contaminated (the wellbore is connected to the formation), then the fluid will overflow through the wellhead, i.e. well will gush. Gushing can occur under the influence of hydrostatic pressure or the energy of a gas that expands, or of both.

Gushing only due to the hydrostatic pressure of the reservoir is a phenomenon quite rare in the practice of operating oil wells. This occurs when the reservoir oil contains a small amount of gas. At the same time, the reservoir pressure is higher than the pressure of the oil column that fills the well.

With all methods of operation, including the fountain one, the rise of liquid and gas to the surface occurs through the pipes of small diameter, which descend into the well before they begin operating. These pipes are called pump-compressor. Depending on the method of operation, they are also called fountain, compressor, pumping, as well as lifting.

In the case of fountain operation, tubing with diameters of 60, 73 and 89 mm is used in most cases, and for high-flow wells – diameters of 102 and 144 mm.

The wellhead is equipped with steel reinforcement (tubing head and a Christmas tree).

Fountain fittings are distinguished according to constructive and strength characteristics:

- 1) according to the working pressure - the plants produce a Christmas Tree Assembly designed for pressures from 7 to 105 MPa;
- 2) by the size of the flow area of the trunk – from 50 to 150 mm;
- 3) by the design of the Christmas tree – cross and tee;
- 4) by the number of rows of pipes that go down into the well - single-row and two-row;
- 5) by types of locking devices - with valves or with cranes.

Fountain valves with barrel diameters of 100 and 150 mm are provided for high-output oil and gas wells. Valves designed for pressure 105 MPa can be used for ultra-deep wells or wells with abnormally high reservoir pressure. Reservoirs designed for operating pressures from 7 to 35 MPa are mainly used for flowing oil wells.

The development and commissioning of the flow of a well is carried out with the fountain fixture installed on its mouth and the flow-out flow pipes in one of the following ways:

- 1) replacing the fluid that fills the well after drilling with a lighter one;
- 2) saturation of the fluid that fills the well with gas or air that is injected from the surface – by forcing the compressed gas (air);
- 3) replacement of fluid in the well for the gas-liquid mixture (aeration)

Proper operation of a well is to ensure optimal flow rate with the least possible gas factor. In the process of spouting, it is necessary to adjust the ratio of oil and water in the production of a well, when it starts to water out as a result of a breakthrough of the contour or bottom water.

The work of the well in most cases is governed by the creation of back pressure on the flow lines using fittings with a through hole in the center. The diameter of the hole depends on the specified mode of operation of the well and is selected experimentally. The usual borders of the diameters of fittings are 3 ... 15 mm, rarely higher.

One of the main problems that impairs the operation of the well is the deposition of paraffins on the walls of pipes. There are various ways to deal with these deposits:

- 1) melting paraffin by heating;
- 2) dissolving paraffin with different solvents;
- 3) mechanical removal of paraffin from the pipe walls using scrapers.

References:

1. Бойко В. С. Справочник по нефтегазовому делу / В. С. Бойко и др. – Львов. – 1996. – 620 с.
2. Копей Б. В. Расчеты, монтаж и эксплуатация бурового оборудования : учебник / Б. В. Копей. – Ивано-Франковск : Факел, 2001. – 446с.
3. Муравьев И. С. Технология и техника добычи нефти и газа / И. С. Муравьев. – М. : Недра, 1971. – 469 с.
4. Червинский В. П. Введение в специальность «Нафтогазова справа» / В. П. Червинский. – Харьков. – 2013. – 118 с.

HYBRID TRANSPORT SYSTEMS

Roman Pustovit, graduate student

Dmitry S. Lyuchkov, Associate Professor, PhD (Engineering), Research Advisor

Elena V. El Kassem, Senior Lecturer, Language Advisor

Ukrainian State University of Railway Transport

The hybrid transport facility can be defined as a transport mean which combines several key engineering solutions; they can be applied independently or interchangeably for various transport facilities. The concept of hybrid transport implies a complex combination of independent operational principles, aimed at the optimal efficiency values, universality and maintainability.

One of the hybrid transportation facilities is those combining several power supply sources. Their basic power schemes are:

- an internal combustion engine and an electrical engine supplied by an accumulator;
- power supply from a contact network and an internal combustion engine;
- power supply from both a contact network and an accumulator.

Any of the schemes takes the main (basic) source, and the additional (auxiliary) source. In the above-mentioned power supply schemes, the main power source is indicated first.

The basic idea behind the hybrid power energy scheme is a need to achieve various capacity values on different sections along the route, which depends on the effective work required. Therefore, all sections can be divided into ‘heavy’ ones, which require more energy, and ‘light’ ones, for which the same amount of energy can be redundant. For example, the capacity needed to start up a train or to overcome a guided slope along the route, is considerably higher, than that needed

for movement along a low-grade section (for a freight speed). The power supply from a contact network raises the problem to maintain comparatively low-traffic sections, such as approach tracks of the enterprises the wagon flow of which is moderate. Besides, it may happen that both electrification of such a section and maintenance (rent) of a locomotive are unprofitable.

Therefore, implication of hybrid transport facilities can solve similar problems. Thus, when a hybrid locomotive is fed from a hybrid power unit combining a motor-generator set, an accumulator and an electric drive, the following operating processes along a railway haul can be distinguished:

- for low energy consumption (at a constant speed along a low-grade section), a motor-generator directly feeds the tractive engines and, if needed, charges the accumulator;
- for movement from a high-grade slope the motor-generator switches to a blank run mode, and excess kinetic energy transforms into electric by tractive engines, operating in a generator mode, and may be used for battery charging. Besides, it increases the speed regulation efficiency; and
- for obtaining a total capacity, the tractive engines are simultaneously fed from both the motor-generator and the accumulator battery.

Here, we can witness a uniform distribution of power generated by the internal combustion engine. It helps effectively use resources, as there is a possibility for the engine to work at the most effective operational modes. Moreover, a considerable ecological effect can be gained due to low harmful emission into the environment.

An example of such locomotives is a shunting locomotive developed by Toshiba for Japan Freight Railway Company. The Sinara Transport Machines holding developed and manufactured a testing model of the TEM9H shunting locomotive with a hybrid power unit; its fuel consumption and environmental emission were decreased by 30% and 55%, respectively, than similar values of the locomotive line with conventional power unit.

If a locomotive with an electric power unit can be fed from the contact line and the accumulator, it can be used for electrified and non-electrified sections. Moreover, there is no need to change the locomotive at destination stations so that to provide routing wagons to a consignee's arriving track. Therefore the scheme realizes, first of all, a door-to-door approach, i.e. consignees do not have to obtain their freight at the station by a standard procedure, thus, saving their money and clearing tracks at an adjacent station. Therefore, use of hybrid transport facilities allows increasing rail competitiveness in the transportation market for small and average deliveries.

References:

1. Miller J. Propulsion Systems for Hybrid Vehicles 2nd Edition / J. Miller. – Institution of Engineering and Technology, 2010.
2. Tvaluation of the 2010 Toyota Prius hybrid synergy drive system <https://info.ornl.gov/sites/publications/files/Pub26762.pdf>

THE PECULIARITIES OF ENGLAND ARCHITECTURE DEVELOPMENT

Polina Sadovska, student

Valentyna Prianytska, Senior Teacher, Language Adviser

O. M. Beketov National University of Urban Economy in Kharkiv

The architecture of England pleases with its diversity. Over the long history, the country has been captured by other tribes and peoples, which had a significant influence on its development.

Ancient architecture

The prehistoric period on the territory of England was marked in the form of religious buildings, the most famous of them are stone blocks at Stonehenge and Avebury. The castles of Kadbury and Meiden served as defensive structures.

Many ancient sights appeared at the time when the Romans dominated Britain. More than four hundred years ago they built their fortifications, which are partially preserved to this day. Such attractions are the Adrian Wall and the monument in Bath, in Lincoln. Many Roman buildings served as the basis for later buildings, for example, the lighthouse at Dover or the palace at Fishburne.

Architecture of the Middle Ages.

During the Anglo-Saxon period, architectural decorations were embodied mainly during the construction of large and fortified churches. Because of the continuous wars with the Normans, only the Church of All Saints, which is located in Brixworth, survived.

After the conquering those areas by the Normans the Romanesque style began to develop in the territory of England. Rounded squat arches, large bas-reliefs and galleries with sculptures can be found in Rochester, Dover or Yorkshire. The largest defensive structure was the Stone Tower in London.

The Gothic period in England came late in the middle of the twelfth century. but for three centuries it remained the most popular. This direction is characterized by high windows with stained glass, decorative patterns on the stone, sharply defined lines and sharp spiers. The brightest Gothic monument in England is the Palace of Westminster and the Cathedral of Salisbury.

The era of new trends such as Revival and Baroque.

The Renaissance in England led to new trends in art which replaced the strict Gothic forms. More elegant decorative forms evolved, churches and castles were decorated with murals. Many architects decided to replace conservative methods with new ones and follow the fashionable architectural trends of Holland and Italy. At this time, the palace Montekut House in Somersetshire and Longleat House in Wiltshire were built.

The Baroque period with its flamboyance and love for details in England was rather short, therefore it was embodied mainly in landscape forms, for example, in the gardens of Hampton Court. In the architectural version, it is present in the castle of Howard.

Period of Classicism

After significant political changes as well as the Great London Fire in 1666 Classicism became the main style in England. The restraint of form, simplicity and consistency of the layout of each building of London became a good example of the English touch. St. Paul's Cathedral and the Rennes Library in Cambridge were built in this style. The next step in the development of this style was following the Roman canons of construction, which at times were absurd - like a monument to Pensho in Sunderland, which was the copy of the Athenian temple of Hephaestus.

Victorian era

After the industrial revolution, cities began to develop rapidly, and the bulky classical style was replaced by neo-gothic. New engineering achievements made it possible to build such famous buildings as the Parliament House in London as well as the Crystal Palace which was erected specifically for the First World Exhibition of Technical Innovations. This architecture started to reflect the economic potential of England. The new style of architecture tried to preserve all the advantages of Gothic, using new materials and technologies, incorporating the peculiarities of the Renaissance, with its romance and closeness to nature. In the Victorian era the revival developed an abstract rigour and became a movement driven by cultural, religious and social concerns which extended far beyond architecture, seeing the Gothic style and the medieval way of life as a route to the spiritual regeneration of society.

Modern styles

The new time brought fashionable architectural trends to England, and after the Second World War this country was restored mainly according to European canons. Thus, the standards of residential buildings have not undergone significant changes, but new buildings are designed in accordance with search for original forms of expression like brutalism with its simple and pure colors, as well as unusual textures and elements of modernity. The Royal National Theater and the Barbican Arts Center were built in this style.

The strict and minimalist architecture of the postmodern is the embodiment of the modern desire for optimization. Most offices, shopping centers and exhibition halls were built in this style. In London the New Wing of the National Gallery demonstrates postmodern peculiarities.

MODERN LANDSCAPE DESIGN AND ACTUALIZATION OF ARCHEOLOGICAL HERITAGE IN THE ASPECTS OF DOMESTIC TOURISM DEVELOPMENT

Evgeniy Seleznev, student

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

The cultural heritage of the epochs is an integral part of our existence. Awareness of this fact mobilized humanity to create a number of Acts on preservation of monuments that were ratified by Ukraine.

Any memorial is part of a system that is entirely dependent on its intrinsic interactions. For a developing region, it is very important to ensure the physical preservation of monuments and their surroundings, which are connected with the sight both functionally and visually.

Demonstration of the archaeological heritage to the public, in accordance with international observance norms, is very important in terms of familiarization with the sources of the evolution of the modern society. It also gives an understanding of the need to preserve this inheritance.

For popularization of the scientific knowledge, there is a sense of exhibiting archaeological heritage in the open-air museums in publicly accessible sites. The demonstration of preserved archaeological sites to the public influences the park sculptures, providing cognitive value and picturesque features to individual corners of the landscape, cities and villages. At the same time, an installation of a security board with the explanations as for the object of inheritance is mandatory. However, exposing of the museum's objects of the archaeological heritage in the open air can be interfered with the problem of vandalism. Material qualities of the monument structure do not always allow preserving the original features of the object of inheritance: most of the objects are made of soil and clay, which complicates the process of transformation into museum objects. Most of the archaeological heritage sites are located outside of settlements, which complicates restoration, maintenance and demonstration to the public.

In this case, it makes sense to popularize archaeological objects of the archaeological heritage through the means of landscape architecture.

Many years of practical experience have produced traditional methods of anasthlosis by means of improvement: to provide improvement of the monument, to identify the lost elements of the monument (fortifications, structures), to transfer architectural details and sculptures to the parks of cities and villages, to establish small architectural forms with an explanatory notes.

Due to the development of domestic tourism, the settlements of Ukraine that have archaeological heritage, implement the practice of organizing parks and public gardens on archaeological themes.

It is possible to distinguish the following methods of using archeological heritage in the landscape architecture:

- Installing replicas of moving archaeological objects.
- Installing replicas of fixed archaeological objects as small architectural forms.
- Using ornamental motifs of the archaeological objects in planning schemes.

THE DEVELOPMENT OF LANDSCAPE DESIGN

Yana Soldatenko, student

Anastasia Maligon, student

Svitlana Zubenko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

Landscape design is the work on the improvement of garden and park plantings, homestead territory with the use of small architectural forms, slides.

Landscape design differs from gardening in that it is not just home gardening, but art! Performing the landscape design of the site, you or landscape designers create a combination of harmony and beauty simultaneously with the maximum convenience of the infrastructure of the site.

Landscape design is an ideal option to make your site attractive, to express yourself, the state of your soul through those plants and trees that you have chosen. However, do not saturate the area with excess components. Remember that simplicity, convenience and practicality are the main components of landscape design.

Landscape designer is a broad profile specialist. It combines knowledge from several industries at once: *Engineering*. The designer is engaged in planning and laying all communications. This applies not only to the supply of water, gas and sewage to the house. The designer creates and designs stormwater drainage systems and thinks through all the nuances of lighting on the site. Also, engineering works include the planning of outbuildings and entertainment facilities. A variety of reservoirs and fountains in the area are also included in the range of responsibilities of the landscape designer. *Biology*. Knowledge of the plants and their requirements for growing conditions are mandatory for the creators of the landscape. For example, some plants can not be planted nearby, while others will not endure a cold winter. Many trees and shrubs need specific fertile soils. Knowing all the information about this will provide you with a beautiful and green area - a true oasis of suburb. Historical and philosophical moment. Knowledge of history has always helped in creating a concept. In an interview with the customer, the designer will know his preferences and wishes. Then he gets acquainted with the style in which the main structure is made. Only after that, based on the history and philosophy of the client, he creates a unique design of the surrounding landscape.

Nowadays you can differentiate the following styles of the landscape design:

Classical, English, French, Country, Ecodesign, Japanese style, Oriental, Fantasy, Mediterranean style, Exotic, Free style, Scandinavian, High tech, Modern, Baroque, Alpine, Forest, Architectural, Minimalism.

In conclusion I would like to say that it is extremely important for the students of landscape design to be aware of different styles and historical prerequisites of the formation of the sustainable urban environment and preserving natural buy while creating landscape architecture.

FLUSHING GROUTING SOLUTIONS

Yelizaveta Symchenko, student

Yevheniia Moshtagh, Associate Professor, PhD (Philology), Language Consultant
O. M. Beketov National University of Urban Economy in Kharkiv

The oil well is the excavation of roundish section intended for receiving and transportation of a hydrocarbon semi-finished product from a subsoil. Grouting flushing solution is applied in drilling to achieve increase in terms of functional suitability of the well, along with technological process of dissociation of layers upsetting columns.

In process of increase in depth of the well it is required to carry out the cycle of works on strengthening of a stem way including descent of an upsetting column and cementing the annular sector. As in grouting flushing solution usually (but not always) the working liquids containing cement are applied, this processing method received the duplicating name *cementation of the well*. For further successful operation of the well process of strengthening of walls cementation and, in particular, the quality of the formed cement stone, plays a paramount role. The composition of grouting flushing solutions has to:

- be without any emptiness, provide continuous filling of a zone between an upsetting column and stem walls of a face;
- provide the rated size of adhesion both with walls of casing pipes, and with the stem surface of the well;
- provide isolation and dissociation of productive and permeable layers;
- provide protection of annular space against penetration of oil and (or) gas-oil mix under the influence of excessive reservoir pressure;
- provide strengthening of an upsetting column in the thickness of the developed breed;
- provide an anticorrosive patronage of metal parts of an upsetting column from oxidizing destruction by interreservoir waters;
- provide partial unloading of a boring column from external pressure.

In view of the fact that the cement stone is not subject to replacement and has to provide reliable functioning of the well in all the time of operation cementation of a column needs to be carried out in strict accordance with the developed technical regulations, providing existence and use of quality grouting reagents.

Cementation of a column includes a cycle of works on preparation of flushing grouting solution and its forcing to the well in an annular interval. During the work constant control behind parameters of flushing grouting solution and its compliance to technical characteristics are conducted. After carrying out a cementage of the well, through time which is required for solution hardening the research of quality of the performed works is conducted and, at compliance of a cement stone to calculated process parameters, process of cementation of an object is considered finished.

As the cementing component of flushing grouting solutions portlandtsement and domain slags are used.

The Portlandtsement is the bulk with the knitting properties received as a result of simultaneous grind of plaster, clinker and (or) the granulated domain slags. At the same time the amount of plaster in the received mix is regulated within 1.5-3.5%. Portlandtsement grouting mixes have ability of hardening and transforming into mineral compounding which is characterized by the increased mechanical durability after a while after cultivation of components in water. The cement stone is formed as a result of reactions of hydration and hydrolytic dissociation of brick elements. Thus mineral composition of clinker plays a major role at course of the chemical reactions determining the speed of hardening of flushing grouting solution and finishing functional properties of the received concrete.

In the fields with abnormally high pressure works on a cementage of wells are performed by a multistage method, at the same time increase density of drilling grouting mud up to the greatest possible size. Besides, these processing methods, in order to avoid behind-the-casing oil and gas water manifestations, use the sedimentologically resistant grouting components providing the accelerated *bonding* of cement mix. As a result of treatment, the walls of the well successfully resist the permeability of the layers.

References:

1. Лівак І. Д. Основи нафтогазової справи. Конспект лекцій / І. Д. Лівак. – Івано-Франківськ Факел, 2008. – 340 с.
2. <http://snkoil.com/press-tsentr/polezno-pochitat/promyvochnye-tamponazhnye-rastvory/>

ANALYSIS OF FACTORS INFLUENCING THE CHANGING OF DRIVERS' EMOTIONAL STRESS WHEN MOVING IN THE CITY ROAD NETWORK

Illya Tolmachov, Lecturer

Olena Ilienکو, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economics in Kharkiv

The most powerful of the production factors that affect the body of car drivers is the nervous-emotional stress. The magnitude of this tension is related to the amount and nature of the incoming information; responsibility for life, health of the participants of the movement, for the preservation of the material values; individual driver's characteristics.

Emotions have a significant impact on a driver's efficiency. Depending on the level of the emotional stress, the efficiency can both decrease and increase. It depends on the degree of complexity of the tasks being solved, the level of professional preparedness, the emotional stability of the driver, etc.

The emotional tension of the driver varies widely enough when driving on the road. During a certain period, due to the overload of information and the complexity of the road conditions, the driver can feel a very high stress level and, being in monotonous conditions, he can feel a sensory impoverishment. The driver demonstrates the best performance at optimal emotional stress, but short-term extreme levels of tension do not reduce the reliability of his work. The accuracy and reliability of the driver depend on the duration of his staying in different states of emotional stress.

Studying the specific features of the driver's perception of the road elements, in particular the curves in the plan, makes it possible not only to normalize their magnitude, but also take into account the optimal curvature of the route. Detection of the role of road conditions in shaping the reaction time of the driver allows formulating the requirements for the minimum distances of visibility and the parameters of the elements of the longitudinal profile of the road. Studying the specific features and possibilities of perceiving information about the elements of the road environment by the driver allows determining the requirements for the limit lengths of the straight lines in the plan. Search for optimization of the means of engineering equipment for roads allows to provide the highest reliability of the driver's work in the most difficult road conditions. Practically all studies in the field of researching the safety of motion and the specific features of the perception of the road conditions by the driver are aimed at finding methods to ensure optimal driver's emotional stress.

Thus, the factors influencing the change in the emotional stress of drivers when traveling through the city's road network are shown in Fig. 1 to 5.

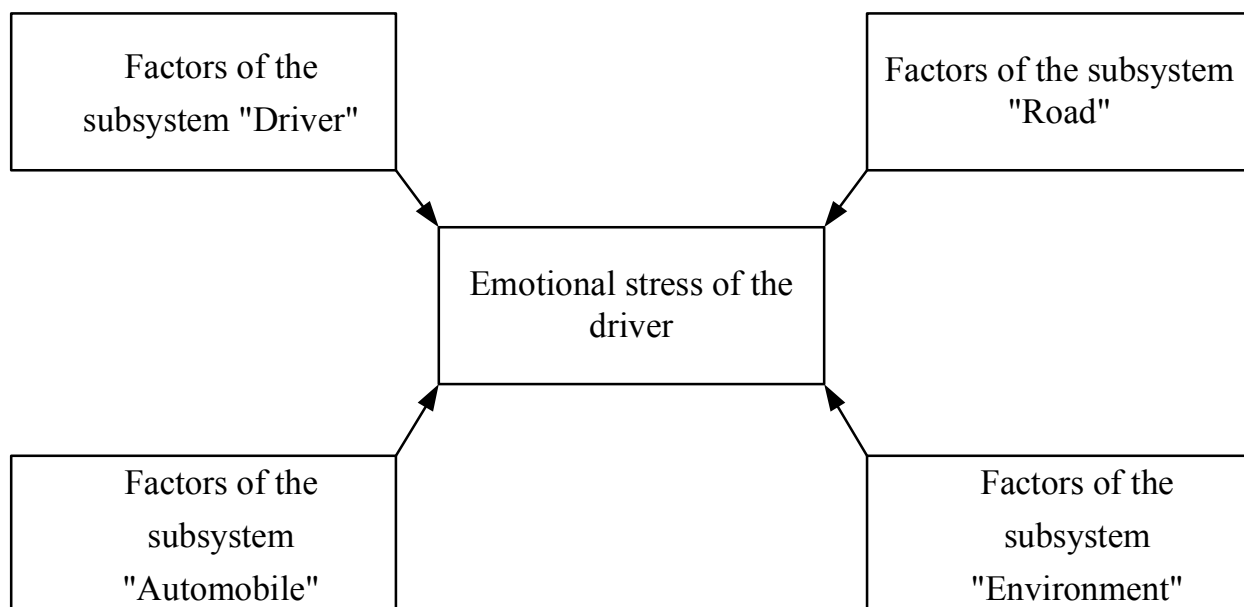


Figure 1 – Factors influencing the change of drivers' emotional stress when driving through the city's road network

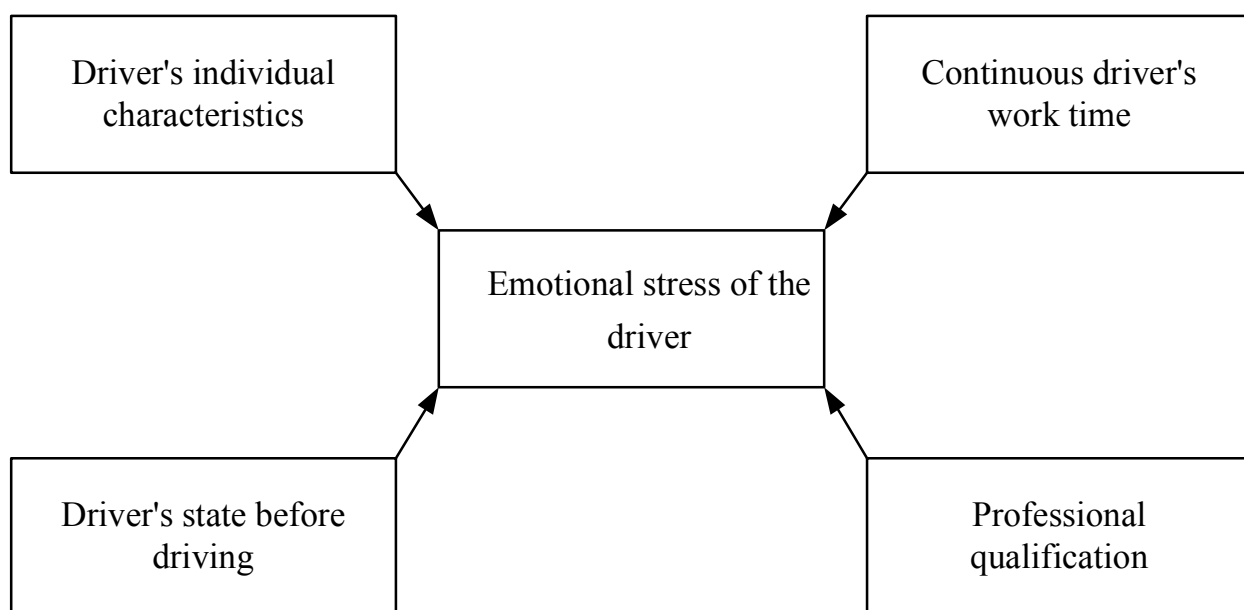


Figure 2 – Factors of the subsystem "Driver", which influence the change in the emotional stress of drivers when traveling through the city's road network

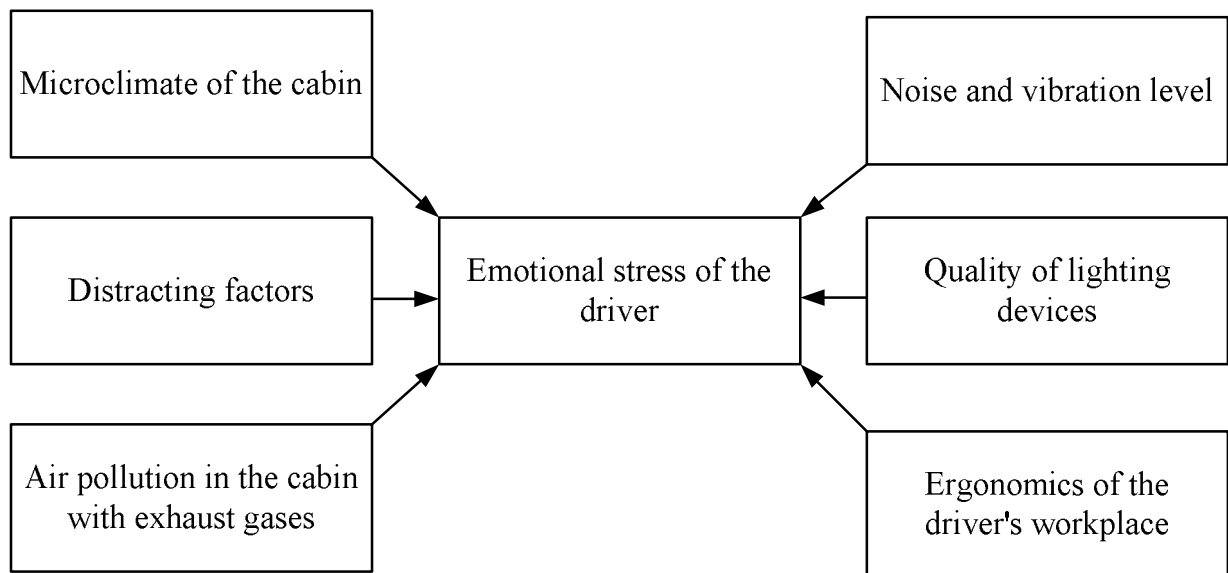


Figure 3 – Factors of the subsystem "Automobile", which influence the change in the emotional stress of drivers when traveling through the city's road network

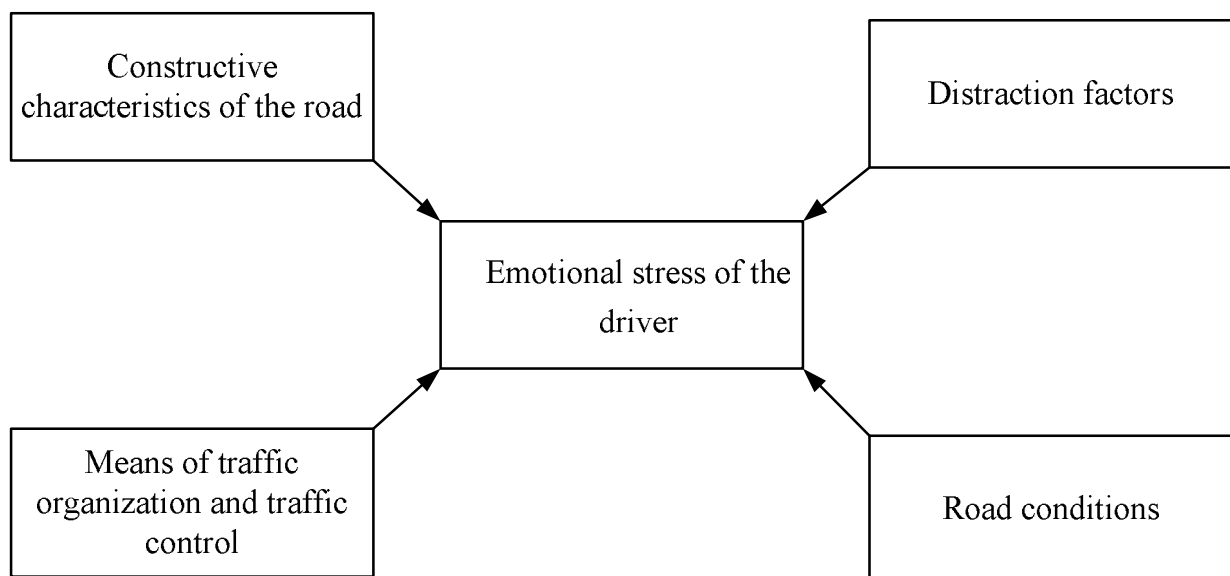


Figure 4 – Factors of the subsystem "Road", which influence the change in the emotional stress of drivers when traveling through the city's road network

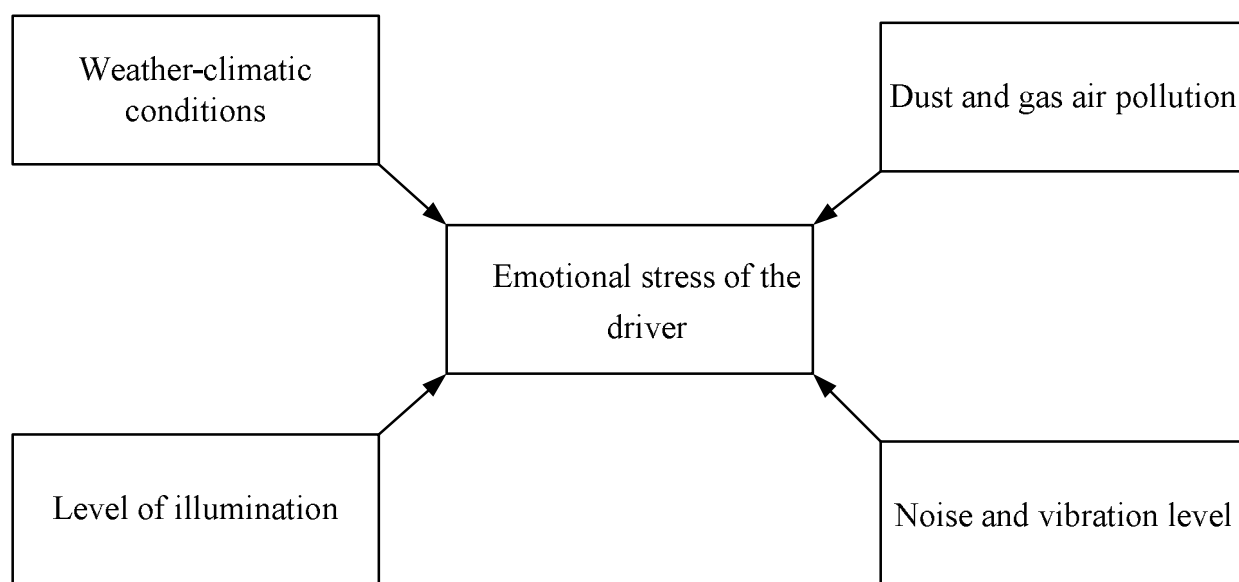


Figure 5 – Factors of the subsystem "Environment", which influence the change in the emotional stress of drivers when traveling through the city's road network

References:

1. Вайсман А. И. Гигиена труда водителей автомобилей / А. И. Вайсман. – М. : Медицина, 1988. – 192 с.
2. Вайсман А. И. Здоровье водителей и безопасность дорожного движения / А. И. Вайсман. – М. : Транспорт, 1979. – 137 с.
3. Гаврилов Э. В. Эргономика на автомобильном транспорте / Э. В. Гаврилов. – Киев: Техника, 1976. – 152 с.
4. Лобанов Е. М. Проектирование дорог и организация движения с учетом психофизиологии водителя / Е. М. Лобанов. – М. : Транспорт, 1980. – 311 с.
5. Коноплянко В. И. Организация и безопасность дорожного движения / В. И. Коноплянко. – М. : Транспорт, 1991. – 183 с.
6. Дятлов М. Н. Профессиональная надежность водителя автомобильного транспорта / М. Н. Дятлов, К. О. Долгов, А. Н. Тодоров // Молодой ученый. – 2013. – № 10. – С. 134–138.
7. Варламов В. А. Что надо знать водителю о себе / В. А. Варламов. – М. : Транспорт, 1990. – 192 с.
8. Прохоцкий Г. Т. Резервы безопасности дорожного движения / Г. Т. Прохоцкий, В. М. Студенцов, В. Я. Бибилов. – 2-е изд., перераб. и доп. – Мн. : Полымя, 1989. – 176 с.
9. Игнатов Н. А. Человек за рулем / Н. А. Игнатов. – Изд. 2-е, перераб. и доп. – М., «Транспорт», 1976. – 184 с.
10. Мишурин В. М. Надежность водителя и безопасность движения / В. М. Мишурин, А. Н. Романов. – М. : Транспорт, 1990. – 167 с.

ATMOSPHERIC AIR POLLUTION IN UKRAINE

Yulia Trubitsyna, student

Alona Reshetchenko, Teacher (Ecology), Research Advisor

Nina Minina, Teacher, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

The atmosphere plays a major role in the global, regional and local transfer of pollutants and pollution of the natural environment. The increasing of anthropogenic impact is weakening the natural process of self-cleaning in the atmosphere, which leads to the accumulation of harmful contaminants that cause its pollution (chemical, radioactive, biological, thermal and electrostatic). The global effects of atmospheric pollution have resulted in the accumulation of greenhouse gases in it and in the ozone layer loss. At the regional level, this has led to the oxidation of moisture in the atmosphere and the acid fallout, and to increasing in the concentration of ground ozone, which has greatly worsened the quality of air. Every year, industrial and motor transport enterprises of Ukraine throw 17 million tons of harmful substances into the atmosphere (300 kg per each inhabitant of Ukraine). In 13 cities there is a high level of air pollution. This is caused by the increased content of specific harmful substances, as well as the content of nitrogen dioxide and dust. Long-term pollution of atmospheric air with sulfur dioxide, carbon oxides, nitrogen and other substances has the destructive effect on human health.

The main sources of atmospheric air pollution are: automobile and other types of transport; industrial and metallurgical enterprises; thermoelectric power stations (TPCs); chemical and cement plants.

The largest anthropogenic pressure on the atmospheric air is caused by metallurgical enterprises, which pollute air by the emissions of sulfur, nitrogen, carbon monoxide and methane. These enterprises cause great damage to the airspace, resulting in the appearance of acid fallouts. Of the total emissions, 80% of chemicals and their compounds have a greenhouse effect and the negative impact on climate change. Among them there are carbon monoxide, sulfur dioxide, methane, nitrogen dioxide, non-methane volatile organic compounds, ammonia, nitric oxide, chlorofluorocarbon, carbon dioxide, and others. Together with the source gases of thermoelectric power stations, such pollutants as sulfur oxides, nitrogen, solids, toxic elements with their impurities, arsenic, large metals and hydrargyrum enter the atmosphere.

Among the main negative effects of atmospheric pollution are: greenhouse effect, ozone hole, acid rains, increasing of general sickness rate of the population.

Atmospheric air is one of those components of the environment, which state influences the health of people. All the living creatures that are forced to migrate in the search of cleaner environment, also suffer from air pollution. This results in imbalances of ecosystems.

Thus, the measures that society must implement to protect the air are as follows:

- minimization and prevention of emissions of harmful substances into the atmosphere through the use of environmental filters by industrial enterprises;
- switching to the operation of eco-friendly transport and home appliances;
- controlled recycling of waste, especially for household waste combustion;
- introduction of integrated "green" (eco-friendly) alternatives that would be useful not only for air but also for human health (for example, encouraging people to use bicycles as it is useful both for environment and for health);
- development of environmentally-friendly legislation and programs.

Thus, in order not to deteriorate the state of the atmosphere, it is necessary to reduce negative air emissions and to introduce the system for monitoring gas emissions and other pollutants.

References:

1. Bashtannik, M. P. The state of air pollution over the territory of Ukraine. Scientific papers of the Ukrainian Research Hydrometeorological Institute / M. P. Bashtannik, N. S. Zhemera, Ye. M. Kiptenko et al (2014). – Issue 266. – P. 70–93 [in Ukrainian].
2. Danilko, V. K. Information resources of the state of pollution and protection of atmospheric air and their analysis / V. K. Danilko, O. Yu. Boretskaya, (2007). – Economic Sciences. Bulletin of ZhDTU №3 (41). Zhytomyr: ZhDTU. P.145-154 [in Ukrainian].

UDC 659.126

LOGO IN ADVERTISING

Kristina Us, student

Svitlana Zubenko, Associate Professor, PhD (Philology), Language Consultant
O. M. Beketov National University of Urban Economy in Kharkiv

The logo is one of the most popular and widely used graphic and marketing concepts of modern time.

Since advertising in any region and country of the world is a rather important phenomenon of social, cultural and linguistic reality, the study of the graphic language of advertising messages is also a very important issue, since the quality of graphic content of advertising largely influences the quality of advertising and the economic performance of the manufacturer.

The use of the logo in advertising, of course, requires constant scientific support, since almost every month a number of graphic images appear in international advertising practice.

The issue of the use of logos in advertising is at the crossroads of many disciplines, primarily design sciences and advertising.

As you know, typography was invented many centuries ago; this led to a real revolution in advertising. Significant diversification of print advertising (leaflets, posters, address books, trade information) allowed us to turn directly to the consciousness of individual consumers of the products that were advertised. At the same time, the shortcomings of a purely text poster were overcome in poster forms of advertising that combined both text and images. It should be noted that the poster was extremely actively used before the advent of television. Especially significant was the role of graphic media advertising, since the 1920s.

In XX century, when companies began actively resort to numerous methods of "imposing" a product or service. The basis of these techniques was the repeated repetition of individual images, which allowed them to capture the involuntary attention of the audience. The researchers call the time of the mass introduction of the logo in the advertising activity in the 60s of the twentieth century. In the 1990s, there was a growing interest in the use of logos in advertising activities in Ukraine. In the future, the trend for the penetration of the national and cultural heritage of our people in graphic design turned out to be in the formation of the corresponding logos of leading domestic brands, only intensified.

So, the logo is the basic component of the advertising appeal. As noted A.R. Buravskaya and I.A. Kuznetsova "until the middle of the XIX century, the logo was called any text cliché, which does not need to be typed again each time" [1]. In the XX century, the logo was called font stylized inscription.

In order for a logo to be popular, which is important for advertising campaigns, it must be easily recognizable, for which the corresponding associative series of text and graphic elements are used. In this sense, it is worth noting the significant role of the artistic and plastic language in the creation of high-quality modern logos in Ukraine. According to L. Bessonova, "the design model of the Ukrainian logo has not yet been completely finalized; it is able to overcome contradictions and define its own identity, however, there are prerequisites that open up the prospect of its formation as a national one" [2].

The classification of logos is an important scientific issue directly related to advertising practice.

Logo classification

- a) linguistic (verbal). Formed from words, letters, numbers or combinations.
- b) pictorial, expressed using the image. Another definition is a graphic symbol.
- c) a mixed type, provides for a combination of linguistic and figurative elements.

Summarizing the above, we came to the following conclusions:

- the logo is a basic component of the advertising appeal. The time of the mass introduction of the logo in advertising, researchers call the 60s of the twentieth century;

- according to one of the most common and reasoned definitions, the logo is the original designation, the image of the full or abbreviated name of the company or the goods of the company, which contributes to better memorization of the company's image.

References:

1. <https://olymp.in/news/11-logotip-ponyatie-logotipa-kak-graficheskogo-obraza-znaka-dlya-oboznacheniya-vidov-trudovoj-deyatelnosti-cheloveka/1107>
2. https://studbooks.net/949553/marketing/teoreticheskaya_chast

UDC 628.4

LAND MANAGEMENT METHODS

Roman Viatkin, Phd Deegee student

Kostiantyn Viatkin, Associate Professor, PhD (Technical), Research Advisor

Olena Ilienکو, Associate Professor, PhD (Philology), Language Consultan

O. M. Beketov National University of Urban Economy in Kharkiv

Land administration is an important instrument of state policy aimed at increasing the efficiency of land use. The paper will consider methods for managing land resources, as well as analysis of land resources management.

Actual disclosure of features and assignment of settlements' land is relevant through analysis of land resource management methods and land use directions in settlements.

Allocate the following directions of the land plot of the state, which are considered major in the cities:

- formation of a plan for modification of legal relationships with land taking into account the characteristics of lands of different categories;
- formation of indicators of urban land management and urban development;
- formation of indicators of land tenure and land use efficiency in cities;
- establishment of an acceptable balance of competitive and non-competitive forms of land allocation, taking into account the investment objectives of the regions, the development of the real estate market and mortgage lending, the provision of state and municipal needs, as well as social factors;
- implementing the task of managing the land resources, which increases the efficiency of state regulation of financial flows - to extend the use of stock market instruments.

In a society of the purpose of land settlements is determined by the fact that these lands are needed by the community for its vital activity, namely to secure their physiological needs in such activities as cultural, social, recreational and productive.

Land in settlements is the spatial-operational foundation and the object of real estate. The peculiarities of the land that are important for the better activity in the settlements, say:

- soils;
- groundwater;
- water;
- vegetation;
- separation of territories and relief.

The processes of land use in various spheres of life are considered to be the object of land resources management in cities.

There are some basic features regarding land management: one unit of land covers a large number of different types of activities; a variety of methods, technologies and time consuming properties of the earth.

These features lead to the creation of a huge number of subjects of management of land resources, processes and phenomena. The subject of control is a plot of land on which the process of using it by a single economic entity is carried out. That is why, on the territories of already existing lands, the subject of management can be considered parts of the land use different in nature and legal status, as well as land belonging to lands of general purpose.

To ensure the needs of residents of private sectors, the object of management is the process of land use within a specific point that varies in its aspects of state and municipal governance.

Allocate the following directions of land use in cities:

1. Organization of the land use process according to the territory.
2. Information provision of land use process.
3. Establishment of the legal status of land, such as - ownership, use, lease, restriction, encumbrance.
4. Based on the natural and economic condition of land formation types of land use.

Of particular importance for the purpose of management is the relationship between its objects and entities. That is why a single object of management of a city or part of a settlement has several subjects of management of these lands in accordance with the legal and economic statute.

The difference between the land administration of millions of cities and the territories of large regions is very much abolished. The fact is that in cities there is a large number of people, developed industrial activity, which increases the importance of transport, environmental and social conditions. Thus, the function of developing a plan for forecasting the development of cities is increasing, because changes in the use of land in cities are carried out in accordance with planning. For example, when new cities are created or as a result of construction of

environmental objects, legislative documents are being improved - such planning is being developed. To attract investment in real estate or to change the routes of vehicles or to modernize the city - reconstruction is being carried out. Problems of the forecast of urban areas, as municipal entities, is the scientific substantiation of the territorial-historical development and factors and trends that influenced it in general. This task prompts an analysis of the ecological and social progress of objects, as human settlements, in terms of their territorial-historical formation.

A new conception of the use of urban areas appears. At the present stage, this idea is to showcase the fact that in future use of urban land tenure will be more intense, based on past, present and future directions of development of territories of settlements.

Tasks for the forecast of urban development encourage the improved forecasting of the urban environment in accordance with the development of society. So distinguish new approaches in the tasks:

1. to strengthen the development of territorial-historical measures of the settlement, as well as the formation of the best structure of urban land use taking into account scientific, technical, economic and environmental requirements.

2. to develop the internal structure of the settlement, applying the achievements of the scientific and technological process, thereby achieving a reduction in the agility of the produced products and multiplying the area of residential development per unit of territory.

3. Reduce the total amount of stocks used in industry without reducing the needs of the community, eliminating the contradictions of existing and prospective goals.

4. To improve the residential and industrial structures of land use in order to reduce transport costs and improve the transport system in cities.

5. To achieve the development of urban landscapes, buildings, constructions, communications, etc.

Consequently, the research reveals the theoretical and methodological aspects of land resources management and considers the system of methods of land resources management.

References:

1. <http://bibook.ru/books/35345/default.htm>
2. Varlamov A. A. Land Management. Educational and methodological aids for students of higher education / A. A. Varlamov. – Educational institutions Story, 2010 – 68oS
3. Ulyukaev V. H. Land law: Textbook for universities / V. H. Ulyukaev. – M. : Bilina, 2012. – 423 s.

**ANALYSIS OF EFFICIENCY OF AUTOMOBILE FREIGHT
TRANSPORTATION IN INTERNATIONAL TRANSPORTATION
(ON THE EXAMPLE OF OPERATION OF TRANSPORT
AND LOGISTICS ENTERPRISE "POPOV")**

Liliya Yarmak, student

Illya Tolmachov, Lecturer, Research Advisor

Olena Iliencko, Associate Professor, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economics in Kharkiv

International transfer of goods using road transport is considered as the most popular, cost-effective and extremely common way of a rapid transportation in the international format. In addition, it is additionally advantageous in that it makes possible to perform transportation of products, almost, "from hand to hand." This allows to maintain the integrity of the cargo and to deliver it as quickly as possible. In addition, international road freight transport has practically no additional costs, and the cost of issuing permits is minimal.

Road freight transportation in Ukraine has the most orders for working with CIS countries and Europe (Poland, Germany, Czech Republic). Actually, on the territory of Ukraine road freight transport also occupies the bulk of the market. From year to year, volumes of trade are only increasing. A tendency has been observed during the latest few years for expanding business transit relations between the state of Ukraine and Europe. This is a direct consequence of an open European market for Ukraine. Therefore, Ukrainian road transportation gradually goes to a more modern, high-quality, as well as advanced level of service.

For obtaining a more detailed information on transportation in Kharkiv, an analysis of the activities of one of the transport enterprises "Popov" was analyzed. The analysis covered the international transfer activities for the latest year and the information was collected using the data collection method on such items as: volume of transportation, route, vehicle selection, vehicle characteristics and other. Data was analyzed of transportation in 2018 with the countries as: Poland, Germany, Armenia, Lithuania, Latvia, Turkey, Georgia, and the characteristics included into the analysis were the cost according to the tariff, type of cargo, volumes of import and export to the countries of Europe, etc. It should be mentioned that the Scania R420 Highline truck was used for the international the transfer, being the most modern vehicle intended for transportation of heavy goods. According to its technical characteristics, the vehicle meets the European standards.

All the collected information made it possible to analyze the work of the company in the transportation market. The efficiency of road transport was highly appreciated, as vehicles were chosen appropriately, according to all norms. It was revealed that Ukraine most frequently come into the import-export relations with Poland, in the second place are Turkey and Germany. As the result of the research,

some measures were proposed to improve the efficiency of international transfer and the enterprise activities on the whole.

In order to increase the efficiency of transportation, first of all, the number of vehicles (including light-sized vehicles) should be increased, which will significantly affect the number of transportations during the calculation period due to enlarging the possibilities to complete various orders. The problem of incomplete loading of a vehicle was solved by a rational selection of a vehicle. However, one of the main ideas was to embed a system of automatic monitoring into each truck, which is an effective way of optimization of transport non-production costs. GPS-monitoring provides a possibility of 24-hour operational control of the motor vehicles (location, mileage, speed, duration of parking, location and volume of fuel fillings, fuel consumption, arrival time for loading and unloading, dwell time), control of the actual time of driver's work.

Consequently, based on the data collected, we analyzed the work of the transport company, identified a number of shortcomings and made efforts to eliminate them and improve the efficiency of the work of the transport enterprise "Popov".

ADMINISTRATIVE PROCEDURE IN THE CUSTOMS SPHERE

Halyna Yurchyshyn, student

Andriy Shkolyk, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

Adopted in 2012, the Customs Code of Ukraine laid down a number of progressive legal institutes in relations between controlling bodies and declarants. However, for today, it does not sufficiently reflect the trends of administrative and legal provision of administrative processes in the customs authorities, taking into account modern international standards of customs administration and the provision of customs processes in circumstances of impossibility for the fiscal authorities to fully control the entire territory of Ukraine. In view of these tasks in combination with the lack of scientific and theoretical developments in the specifics of administrative procedures in the customs sphere, this issue is an actual topic of research.

Many scholars from the post-Soviet countries have devoted their works to studying the issue of disclosure of the essence and content of the basic customs-legal concepts. However, existing models of organizational and legal norms of customs activity have a lot of contradictions on various interdependent aspects: social, legal, organizational and others. The main reason for the problems of a practical nature is the lack of a system model of the norms governing customs administrative procedures at the organizational, practical and legislative levels.

From the theory of the administrative law, it is known that one of criteria for the classification of administrative procedures is the criterion "according to the sphere of activity", in our case, in the customs field. It is worth emphasizing the existence, in the specialized sources, of a large number of different definitions of the administrative procedure, due to a variety of approaches to the perception of the administrative process in general.

The whole system of customs procedures can be classified into: customs control procedure; customs clearance procedure; the procedure for collecting statutory taxes and fees.

Thus, taking into account the content of the administrative and legal regulation of the implementation of the state customs policy of Ukraine, the norms of customs law of the EU and international customs law will provide improving the quality and efficiency of public administration in this area. Organizing the activities of customs authorities and regulating such activities through appropriate administrative procedures is a prerequisite for improving the efficiency and quality of work of these bodies, ensuring the proper fulfillment of their tasks and powers. Effective implementation of the functions of customs authorities depends on the proper legal provision of procedural standards of such functions.

The analysis of publications, which devoted to the disclosure of the essence and content of the term "customs procedure", allows us to determine that one of the main factors that led to an increase researchers' attention to this definition was the beginning of the implementation of measures aimed to harmonization of national legislation with the provisions of the International Convention on the Simplification and Harmonization of Customs Procedures.

Thus, the customs procedure should be considered as the basic component for the development of customs legislation in Ukraine. The effectiveness of customs control, especially in the globalized world, is difficult to assess, since the use of customs technology as a mechanism and instrument for implementation of the state policy in the field of customs is aimed at achievement of strategic goals. That is why customs control as a means of ensuring state policy is aimed at the complexity of control and safety of the international supply chain, eliminating unnecessary duplication of control measures.

The most important direction of development should be the widest possible introduction of information technology in the procedure of customs clearance and customs control. This is due primarily to the need for acceleration and simplification of customs formalities, as well as the reduction of economic costs associated with registration.

In recent decades, customs administration in the EU has undergone a process of reform under the influence of new trends due to the development of regional integration and globalization of the world economy. In the process of reforming administrative procedures in the customs sphere, Ukraine is guided by the provisions of the Association Agreement with the EU from 2014.

References:

1. Адміністративне право України: навч. посібник : [у 2 т.] / за заг. ред. В. Галунька. – Т. 1 : Загальне адміністративне право. – Херсон : ПАТ «Херсонська міська друкарня», 2011. – 320 с.
2. Басова Ю. Ю. Теоретико-правовий аналіз поняття «адміністративна процедура» / Ю. Ю. Басова // Науковий вісник міжнародного гуманітарного університету. – 2014. – № 11. – Том 1. – С. 121–123.
3. Бережнюк І. Г. Генеза категорії «митна процедура» в законодавчому та науковому контекстах / Бережнюк І. Г., Несторишен І. В., Неліпович О. В. // Наукові праці Кіровоградського національного технічного університету. Економічні науки, вип. 25. – Кіровоград : КНТУ, 2014. – С. 163–171.
4. Англо-український юридичний словник / С. М. Андріанов, О. С. Берсон, О. С. Нікіфоров. – Київ : Арії, 2010. – 548 с.

WOMEN IN ARCHITECTURE

Anna Zaitseva, student

Katheryna Babenko, student

Svitlana Zubenko, Associate Professor, PhD (Philology), Language Consultant
O. M. Beketov National University of Urban Economy in Kharkiv

Inequality between women and men in the architectural environment seems to be beyond doubt. How many names of female architects can you remember offhand? Probably only the name of Zaha Hadid. If you turn to the Internet in search of famous architects, then the results can be found lists of male architects. To see women, the request must contain the phrase "women architects". But an architect is the same profession, so why is it divided into two categories: architects and women architects?

The Architectural Review magazine published the results of the fifth annual survey "Women in Architecture" [<https://www.architectural-review.com/essays/results-of-the-2016-women-in-architecture-survey-revealed/10003314.article>], which aim not only to study the market, but also to draw attention to gender issues in the profession. The survey involved about a thousand women architects from the UK, USA, Continental Europe, although there were respondents from Asia, the Middle East and Australia. About 80% of the respondents were aged 20–40 years, falling under the concept of "young architects".

Consider the results of the survey in the categories of work, discrimination and family.

Work: The survey results showed that a fifth of the respondents would not recommend women to choose the profession of an architect. The highest percentage in this question was shown by British architects (25%), and the least (11%) negative reviews were among the American and Canadian responses. Only 15% of women believe that the construction industry fully perceives the authority of

women. 40% of women think that they would get more money if they were men. Moreover, the situation is exacerbated at the highest level of management, where men, for example, in the British market receive 31% more bonuses.

Discrimination: Nearly three-quarters of respondents confirmed that they had been discriminated against in the workplace. At the same time, a third of the male architects surveyed stated that they had never witnessed an unfair attitude towards the opposite sex.

Family: Judging by the results of the answers, the birth rate among architects is significantly below the norm. 75% of respondents answered that they have no children, and 83% believe that having a child will have a negative impact on an architectural career. In the UK, only 17% of women aged 31–35 have at least one child, while among men of the same age, this figure is twice as high.

But this problem could be solved in Vienna. Female architect Gabi Heindle has her own architectural studio and her own work schedule. She works only four days a week in her studio. As an architect, she feels the need to read, write articles and teach at another time. She does not only work on her own, but also releases her employees from the studio these days. And wages remain high. Such way, her employees work on their own projects and family on their free three days off.

A study was also conducted among active female architects in Prague - and at the time when they had children, 75% of these women were already working [http://gender-route.org/articles/sity/milota_sidorova_cho_obwego-_mezhd_u_feminizmom_i_arhitekturoj1/]. Women returning to work from parental leave are much more motivated. They were very well organized and very disciplined, they are taught by the experience of motherhood. These women can do everything in fifteen free minutes. We must use this as an advantage.

If we talk about urban planning, in Vienna, 25 years ago, was conducted a large-scale study on how people use public transport. The study found that women are the main users of public space, as they take their children to kindergarten, walk with children, take independent walks, while most of the men mostly worked - went to work and home - the mobility scheme here was quite plain.

Now the situation in many societies is such that women take care of the family much more than men. Of course, this must be changed and divided equally. But while this process is underway, we must realize what the current state of things is now and plan the cities according to the needs of various groups.

In general, the sphere of architecture is structured in such a way that women at the beginning of their professional activities are less noticeable - they are not invited. And if you fall out initially, then it's harder to integrate. There are studies that say that after university women architects are superior to men at the creative level. And then it is a matter of practice, which depends on who has more opportunities.

Architecture requires sensitivity, which allows female architects to be successfully realized. Men are physically stronger, and women - morally. Women are easier to endure the word teachers and chiefs "redo", because women have enough patience and diligence, and probably accuracy. And this process is not

associated with the incorrect opinion that women have a better developed imagination and no tendency to technically exact sciences. After all, at the moment we can cite as an example a large number of female architects who are world famous and have made a significant contribution to the development of world architecture.

Therefore, to be a woman in architecture is a privilege and a difficulty at the same time. Women should be stronger than men. However, for women it is not merely a problem, but a challenge.

EVOLO SKYSCRAPERS COMPETITIONS

Anton Zinchenko, student

Iryna Kamienieva, Senior Teacher

O. M. Beketov National University of Urban Economy in Kharkiv

The SKYHIVE 2019 Skyscraper Challenge is the second annual architecture competition which searches out the latest and greatest designs for an iconic high rise structure. Participants of the SKYHIVE Challenge are tasked with creating a concept for a state-of-the-art tower that breaks the norm. Established in 2006, the annual Skyscraper Competition is one of the world's most prestigious awards for high-rise architecture. It recognizes outstanding ideas that redefine skyscraper design through the implementation of novel technologies, materials, programs, aesthetics, and spatial organizations along with studies on globalization, flexibility, adaptability, and the digital revolution.

Participants are encouraged to incorporate new technologies and materials in their designs, as well as unique aesthetics and spatial organizations. Special consideration is also given to designs that implement innovations in sustainable systems, as well as those that look to solve economic, social, and cultural problems through the establishment of new architectural methods.

The annual SKYHIVE Challenge is a platform to examine the relationship between skyscrapers and the natural world, the community, and the city as a whole. It is important that designs show consideration for the impact on the surrounding environment, as well as how the increase in inhabitants will affect the current infrastructure, pollution levels, economic division, and urban sprawl.

Here are some examples of new generation Skyscrapers. The Nested Skyscraper adapts to climatic, urban, and programmatic conditions with the use of advanced materials and robotic construction. The construction method consist of a series of robots that stretch a network of carbon sleeves that are sprayed with fiber-laced concrete to create a primary structure of “nests” is a hybrid of compressive and tensile elements.

A space and tectonic responsive hospital is easy to assemble and reflects the society. It shows the BMI from the morphology of itself. The whole building is divided into a frame a core tube structure, a large assembled body, which is an

independent department module, and a small mobile body which is a medical cubic module inside the large assembled body. The small medical cubic module could move on the track in and among the large assembled bodies to form the body of the body of the independent department.

Competition participants are allowed to interpret the competition brief however they choose, in the most creative way possible. The SKYHIVE Challenge is a chance for architecture enthusiasts to potentially rewrite the definition of the modern-day skyscraper.

The competition is an investigation on the public and private space and the role of the individual and the collective in the creation of a dynamic and adaptive vertical community. It is also a response to the exploration and adaptation of new habitats and territories based on a dynamic equilibrium between man and nature – a new kind of responsive and adaptive design capable of intelligent growth through the self-regulation of its own systems.

References

1. Evolo skyscrapers – 3. Limited edition book. – March 22 2016. – 628 p.
2. Andrew Michler. Hyperlocalization of Architecture / Michler Andrew // Contemporary Sustainable Archetypes. – Seattle. – United States. – 2013. – 265 p.
3. Cities of Tomorrow. – Seattle. – United States. – 2013. – 122 p.

UDC 649.1

NEW ARCHITECTURAL METHODOLOGIES

Denys Zub, student

Oleksandr Shepel, Research Advisor

O. M. Beketov National University of Urban Economy in Kharkiv

The changes of architecture and architectural appearance perception are caused by fast and successful development of high-techs, formation of new architectural space theories, including “Interactive Architecture” concept.

It consists of cybernetics, geometry and human activity syntheses. The distinctive features in such buildings and complexes are the availability of interactive components, that provides any looker-on an opportunity to get involved in this or that action of the cognitive process. Traditionally, the roofs and walls of the construction protect us, however, different dynamic sounds, smells, temperature, radio waves are available around us. There is also a public infrastructure, that supports the space, designed by us. Within the architectural context the "interactive" component helps to cause the interaction both among themselves, and between people and space.

The interactive architecture is deviation from the traditional optics of designing urban spaces, strengthening the dynamics and uncertainty of physical

presence, elements of adaptive behaviour and integration into urban ecosystems in opposition to statics, aesthetics and maturity of judgements.

The facade of the dancing pavilion at the Olympic Games in Rio de Janeiro is an example of the new interactive architecture, that is capable to animate and hypnotize the passers-by. The project development practised the architect's studio of Guto Rekuyen from San Paulo.

A palmary example of this architecture view is the Marine Base Construction in Amsterdam, after the renovation to the benefit of civic space the former training centre had been reconstructed by the SLA architect bereau, where windows symbolize the flags of all states of theEuropean Union.

The idea in itself raises new questions on visual and functional aspects of architecture design. The formal physical structure of an architectural work is combined with the technological and intelligent mechanisms capable to change the parameters of this structure. Their functionally pragmatic goals are accompanied with social and humanitarian tasks. As a result the work becomes mobile – such a re - in itself and proactive behaviour based on the constant observation of human behavior and meet their constantly changeable individual and social requirements.

For instance: the housing complex in Nanterre, that has has many-sided facades not only visual inspection, but functionally as well. Upon the project the architect bureau X-TU, the brightly coloured niches in different parts of a facade symbolize "a variety of identity, gathered in one place ".

And also the house in the Portuguese city of Póvoa de Varzim. The western facade it is coated with stainless steel panels from stainless steel and perforated by the special marks, that are local fishermen property symbols of many generations. In their project the architects of the Dionisolab bereau had a good mind to into focus this relation and to channel urban history into it.

There are no data parameters for the needs of public and work functioning – both are changing to the extent in process of interactive process development, creating the novelty and provoking the birth sense to continuous interaction.

The Luyengo Arquitectos architect bureau had been given a task to create the cultural centre for the industrial city, "in which there is a place for art ambitions". They established the cultural centre in the Spanish city of Canals, his facade is elaborated with coloured plates, thus stressing the multifacetedness and extraordinary brightness of the city.

Also, the office building in Singapore was designed by the WOHA architects bureau. The geometrical forms of facade sharpened in the form of crystals and also completed with greens. The office is located on the crossing of three, and "spread on all sides".

The ideas of interactive architecture continue to inspire architects and designers.

The architects of the McBride Charles Ryan bureau cdesigned the house for the railroad in Melbourne. The sophisticated form of the building is similar to jewelry box contrasts with the landscape. The ornamental facade with variety of

windows considerably reduces the power consumption in the building, because it allow a large amount of natural light pass through itself.

At the same time at research centre La Trobe university in Melbourne the architects worked the Lyons bureau worked. The windows on the building facade framed with hexagonal designs that make it look like a molecule structure.

The interactive architecture offers alternative optics for visual modeling of architecture, creating new configurations physical and virtual spaces. It attracts, intrigues and fascinates by an opportunity to glance in the future, to touch it and to become the direct participant.

SECTION 5

PHILOLOGY AND TRANSLATION STUDIES, INNOVATIVE METHODS OF TEACHING ENGLISH AT HIGHER AND SECONDARY EDUCATIONAL ESTABLISHMENTS

UDC 80

PECULIARITIES OF SCIENTIFIC AND TECHNICAL TRANSLATION

Anna Belyaninova, student

Alla Krokhmal, Associate Professor, PhD (Pedagogy)

O. M. Beketov National University of Urban Economy in Kharkiv

At present, there is a need to distinguish the scientific and technical translation not only as a special kind of translation activity and a special theory investigating this type of activity, as well as assigning the status of an independent applied discipline to the scientific and technical translation. From the point of view of linguistics, the characteristic features of scientific and technical literature extend to its stylistics, grammar and vocabulary. The main task of scientific and technical translation is the extremely clear and accurate communication of information to the reader. This is achieved by logically substantiating the actual material, without explicitly expressed emotivity.

Scientific and technical texts reveal a number of grammatical features. The most typical lexical sign of scientific and technical literature is the richness of the text with terms and terminological phrases, as well as the presence of lexical constructions and abbreviations.

The characteristic features of the scientific and technical style are its informativeness (meaningfulness), logic (strict sequence, a clear connection between the main idea and details), accuracy and objectivity, clarity. Texts of this style can have these features to a greater or lesser degree; all such texts show a predominant use of linguistic means that contribute to the satisfaction of the needs of this sphere of communication. In the field of vocabulary, this involves the use of scientific and technical terminology and special vocabulary.

With respect to the syntactic structure, English texts of scientific and technical content differ in their constructive complexity. They are rich in participial, infinitive and gerundial constructions, which sometimes make it difficult to understand the text and put additional tasks for the translator.

The scientific and technical materials of the English language are characterized by the predominance of simple sentences, which, on average, make up more than 50% of the total number of sentences in the text. At the same time, the number of complex sentences is relatively small. This phenomenon is unusual

for the corresponding style in the Ukrainian language, where complex sentences are used very widely. In this regard, English-Ukrainian technical translations often use the combination of sentences, resulting in two or more simple sentences of the English original correspond to one complex sentence in the Ukrainian translation.

When translating an English text, the translator must fully and accurately convey the author's idea, embodying it in the form inherent in the Ukrainian scientific and technical style and by not transferring to the Ukrainian text the specific features of the English script. In the English text, the personal forms of the verb are predominant, whereas the Ukrainian scientific style is characterized by impersonal or indefinite personal constructions.

As a result of the study of the scientific and technical text, it can be concluded that the main stylistic feature of this text is an accurate and clear presentation of the material in the absence of expressive elements that give the speech emotional scope. In the scientific literature there are almost no metaphors, metonymic transpositions and other stylistic figures widely used in fiction.

For all its stylistic remoteness from the live spoken language, the scientific and technical text includes a certain number of more or less color-neutral phraseological combinations of a technical nature. The main requirements that a scientific and technical translation must meet are: accuracy - all provisions interpreted in the original must be stated in the translation; Compression - all the provisions of the original should be stated, concise and laconic; clarity - the conciseness and brevity of the language of translation should not interfere with the presentation of the vocabulary, its understanding; literariness - the text of the translation must satisfy the generally accepted norms of the literary language, without using the syntactic constructions of the original language.

All terms are combined into terminological systems that express the concepts of science and technology. The difficulties encountered in the translation of terms are related to the shortcomings inherent in existing terminology systems.

References:

1. Апполова М. А. Грамматические трудности перевода / М. А. Апполова. – М. : 1977.
2. Бархударов Л. С. Язык и перевод / Л. С. Бархударов. – М. : Международные отношения, 1975.
3. Берков В. П. О словарных переводах / В. П. Берков // Мастерство перевода. – 1971. – Сб.8. – М. : Сов.писатель, 1971.
4. Виноградов В. С. Введение в переводоведение / В. С. Виноградов. – М., 2001.
5. Ермолович Д. И. Основы профессионального перевода / Д. И. Ермолович. – М. : 1996.
6. Казакова Т. А. Практические основы перевода / Т. А. Казакова. – СПб : Изд-во Союз, 2001.
7. Комиссаров В. Н. Лингвистика перевода / В. Н. Комиссаров. – М. : 1980.

TEACHING PROFESSIONAL ENGLISH TO FUTURE PSYCHOLOGISTS

Iuliia Budas

Vinnytsia, Ukraine

Recent investigations of future psychologists' foreign language proficiency have pointed to the necessity of integrating English into teaching the basics of the profession. Having a good command of the foreign language is extremely important for psychologists nowadays. Many authors concentrate on the content of the training, methods developing future psychologists' communicative skills, and the gap between teaching a foreign language and their future professional activity.[L.Morska]. The present paper tries to investigate the influence of integrating English into teaching the basics of the profession onto students' motivation to develop their foreign language proficiency.

Motivation is regarded as the process that initiates, directs, and sustains behavior to satisfy physiological or psychological needs (Wood & Wood, 1999, p. 358). Accordingly, to motivate learners means to shape their desire to master the language, stimulate their interest in learning English, encourage them in this process. Future psychologists have different motives for learning English, both intrinsic and extrinsic. Regretfully, many of Ukrainian students are working hard in the course only because it is compulsory, and they have to take an exam. Notwithstanding the benefits of possessing the adequate level of foreign language proficiency, future psychologists are displaying discouraging indifference to mastering the language. Feeling doubtful about the possibility of communicating in English at their future working place, students experience discomfort while learning English. Many researchers believe that students' disappointing experience of foreign language learning may even extend beyond the classroom, and they may actually never use English again due to their anxiety while learning the language. Besides, students often attribute their failure to master the foreign language to their lack of ability instead of recognizing that hard work and efforts are accountable for their achievements.

The research has demonstrated that the attempts to change the contents and make the syllabus more professionally oriented mostly influence those students who are determined in the desire to become a psychologist, and have reached B1 level of foreign language proficiency. Simultaneously, the survey has supported the idea of introducing the high-level formative assessment of foreign language proficiency. The teacher, asserting that students' on-going growth is relevant and encouraged, can lessen their anxiety while learning English. Consequently, the content-based syllabus and the high-level formative assessment can motivate future psychologists to master the foreign language if teachers create a positive atmosphere in class, encourage students' in their progress, promote their interest in the profession and integrate it with learning the language.

List of References:

1. Morska, L. Formation of professional English competence in future psychologists' speech / L. Morska, I. Levchyk (2007) // *Science & Education.*, 6, 136-141. Retrieved from <http://scienceandeducation.pdpu.edu.ua/en/articles/2017-6-doc/2017-6-st21-en>
2. Wood, Samuel E., & Wood, Ellen G. (1999). *The world of psychology*. Boston: Allyn and Bacon.

UDC 80

PROBLEMS AND PROSPECTS OF INTERPRETING FOR YOUNG PROFESSIONALS

Alina Fesenko, student

Alla Krokmal, Associate Professor, PhD (Pedagogy)

O. M. Beketov National University of Urban Economy in Kharkiv

Nowadays, there is an increasing number of people learning foreign languages. What is it in reference to? Language skills are not only a prospect for a job abroad but also these skills also help to exchange experience with foreign colleagues. Of course, not everyone manages to master a foreign language or, it is not enough to know only English or any other language. And because of that relevance of the growing number of translators and interpreters is important, because their work is a significant factor affecting the development of culture and science. Thus, In this article, we deal with researching what can be stumbling blocks and impetus for young translators and interpreters,

What challenges are faced by young professionals?

First, it is a problem of choice of language for studying. Certainly, English is the most popular choice, because it is a world language. German and French also have an advantage, these countries are members of the Group of Seven and studying these languages will help to find a well-paid job. Asian and Eastern languages are difficult to study because translators who know they have a higher requirement in the labor market. Moreover, we should remember, that the languages of Eastern European countries, such as Czech, Polish, and Hungarians are important because the employer will prefer to hire a translator, who knows two or three languages, rather than who understands only one.

Second, improvements in machine translation and the use of specific devices can replace the translators. So, the main competitor to live Translators is electronic translators. After all, they have certain benefits such as availability, freeware, speed. So a translator should have not only professional skills such as language proficiency, knowledge of the subject, an ability to work with different programs, but also personal skills. Personal skills are communicative, responsive, flexible, willingness to perform services beyond the limits of translation activities, such as assistance with booking airline tickets or a room in a hotel.

Third, how does a young specialist compete with the masters of his business?

Most employers prefer beginners because they love their business and are more active and willing to work more and more insistently rather than their more experienced colleagues. But the salary of young specialists is lower.

They need to work to the brink of their capacity to prove their ability and usefulness. No less important is the fact that educated translators are more stress-resistant and have more knowledge than those who just started their activities.

On the other hand, translation activities have some advantages.

First, it is self-developing. A translator is a person, who has almost encyclopedic knowledge. He or she learns new topics all the time, because of their work. Second, a good translator always finds a job. Still, the machine can not completely replace the human translator, because it does not understand all the nuances. Any program is an algorithm that works according to the particular plan, while the language is regularly changing and developing.

Third, it is a good income. If the translator has shown the skilled and qualified translation, he may require a higher payment for the services.

However, translation activity has disadvantages such as competition and the problem of language choice. It also allows you to be better and get an interesting well-paid job.

References:

1. <https://lighthouseonline.com/blog-en/the-many-difficulties-of-simultaneous-interpreting/>
2. <https://cn.onehourtranslation.com/translation/blog/>

BUSINESS COMMUNICATION SKILLS DEVELOPMENT IN LAW STUDENTS

Kadir Çeşitli, PhD (Business Administration), Practicing Translator
Notarial Chamber of Antalya, Antalya, Turkey

Ksenia Nesterenko, PhD (Linguistics), Associate Professor
Yaroslav Mudry National Law University

It seems essential nowadays to teach and train the law students in business communication in English. This work points out what concepts should be taken into account in the process of forming students' skills in business communication in English, Esperanto or Lingua Franca of global business.

Business communication is a process of establishing and developing contacts in the field of business and in professional fields. This is a regulated type of communication that has its own written and unwritten rules and traditions changing from one country to another. The order and form of professional communication is called professional etiquette. Business etiquette contains rules for regulating the relations between people of equal status as well as between a presiding person and

subordinates. The basic principle of professional communication is courtesy and politeness.

There also one thing that should be always considered - the basis of any professional communication is the literary language. It is necessary for business communicants to know and use special linguistic structures of greetings, requests, apologies, gratitude in accordance with the circumstances of communication (for example, judges do not greet people during litigation, because it is not provided for by the procedural rules).

Business communication is divided into dialogue and monologue, oral and written ones. An introductory speech, opening statement, informative notice, and a report are the forms of oral communication on the basis of a monologue. The forms of oral communication based on dialogue are talks, discussions, meetings, press conferences. Written forms of business communication are letters, reports, requests, certificates, appeals, clarifications, contracts, acts, applications, complaints, appeals, instructions, rulings, decisions, orders, directives. Professional communication of lawyers is provided with special procedural rules and is strictly regulated.

We distinguish such specific forms of business communication of lawyers as acceptance of applications, explanations, claims and petitions from citizens, obtaining explanations from individuals in administrative cases, testimonies of witnesses, victims, interrogations in court on criminal cases, obtaining relevant explanations from individuals in civil cases, debates and exchange of replicas in court, consulting and giving legal advice. Procedural nature of the professional communication of lawyers can be seen in the process of enforcement of coercive measures, notarial acts, etc. An important factor in the communication process is the ability of a professional not only to express him/herself (orally or in writing), but also the ability to listen to other person.

In English legal tradition, the legal proceedings may include negotiation in civil cases when it is desirable to reach an agreement without having the court hearing. Negotiating requires from a lawyer the ability to anticipate and rely on a possible positive result for his client, his/her ability to influence the interlocutor and the circumstances of communication, whether the negotiations are purely business, or informal, organizational or disciplinary. The psychological circumstances and the nature of communication, which is different depending on the circumstances of the legal situation and the role of communicants in it, should also be taken into account.

A specific form of professional communication of lawyers is the communication in the notary's offices, consulting offices, law offices where legal advice are provided. It is important for a lawyer to listen to the client attentively and carefully in order to clarify the circumstances of the case or a matter and to provide qualified legal advice in accordance with the law. Provision of legal advice should be professional, confidential and based on moral principles. A lawyer must be trustworthy for a client, and in confident talks with the client it is desirable to use the pronoun "we" in his statements as, for example, "we are with you",

“nobody can hear us here.” An essential form of communication of lawyers is the form of “question-answer”. With the help of questions one communicant receives the necessary information, stimulates another communicator, draws attention to the particular moments and facts. This form of communication is central to interrogations by an investigator or in court.

In logic, the question is an opinion, expressed in a question form, aimed at clarifying or detailing certain information. The question, as a rule, is based on a certain but insufficient knowledge. The answer is a statement that clarifies or details the information according to the question posed. Questions differ according to their semantics, functions, structure, views on the discussed situation, they also differ according to the psychological features of the communicants. The questions asked by lawyers should be well-formulated and correct. There are also so called detailing or filling out questions such as “Is it true that ...?”, or “yes” or “no” questions. From psychological point of view, questions are categorized as neutral, provocative, supporting, etc. Answers, in turn, are divided into substantive answers or not, true and false, direct and indirect, long or short, complete or incomplete. In court, a number of semantically correct, substantiated and logical questions plus their consistency can be convincing by itself.

We emphasize that the questions asked by the investigators are required to be semantically unambiguous, simple in form, reasonable, logic, and without manipulation. The investigator may ask neutral questions, alternative questions (either...or, yes / no), direct and so-called indirect questions.

Judicial debates of the prosecutor and the lawyer are usually held in the form of monologue statements during the trial. The debate is a verbal competition in which each party argues and states its position. The purpose of the debate is to establish the truth and win over the opponent. In court, the victory over the procedural opponent as for the assessment of the circumstances of the case and skilful and consistent objections to the opponent are considered the most important communicative skills of a lawyer.

Taking into account the tasks faced by prospective lawyers in their knowledge of English language, in their ability to express themselves both verbally and in writing in all professional spheres, including business, the course of business communication training is seen essential to all educational institutions that train lawyers in any country. That should include the social media have a special language and glossary. For instance pidgin maybe useful for intercultural relations. In our world now for the better communication one should have some basic idea at least on the multimedia plays, blogs, social networks, chat programmes, twitter, facebook, vimeo, youtube, instagram etc. And emoji use even important in the world we live nowadays. Unfortunately people spend more time in face to screen than face to face. So the teaching methods should focus on that. In some countries people spend up to 11 hours staring at screen even you see people staring at the screen when walking.

TURNING A CHALLENGE OF TEACHING TEENAGERS INTO A GOLDEN OPPORTUNITY

Oksana Chudak, English Language Teacher
Odessa, Ukraine

It's easy for adults who've forgotten the wonder and uncertainty of the adolescent years to declare that students today are more uninterested in school and undisciplined in life than they were at that age. It's a false observation, however. Each new set of mature adults has declared the same thing about the set of young teenagers behind them—yet so far, humans are still thriving.

It's true that instructing a class of adolescents is no easy feat. It's a tenuous walk on a rope suspended high above a canyon of many competing priorities. We maintain a delicate balance, telling students, "Stay in the classroom and do as I say, and I'll tell you what's important so you can live your lives." At any moment, students can misinterpret what we say, tune us out, or leave the room. So what keeps students in the room and engaged?

The single most motivating practice teachers can employ in the middle-level classroom is to teach in developmentally appropriate ways. We are, teachers have to understand the unique nature of young adolescents. We can point to specific experiences in their lessons that are appropriate for 10- to 15-year-olds.

Young adolescents respond well to thematic instruction and integrated curriculum. Motivation flourishes as students apply skills taught in one class to tasks done in another class. They will discover that scholars do quantitative and qualitative analysis in both science and poetry units and that people interpret data visually in every subject. The key to solid learning, though, is for students to make these connections themselves, not just be told about them.

Teachers, working in the classroom with teenagers should provide coursework in motivation studies, because inspiring everyone we teach will be crucial to their success. Without serious training in student motivation, new teachers are left with a limited repertoire of responses and unexamined—sometimes harmful—notions of what inspires middle-grade students to engage in something new or stick with something challenging.

DIFFERENT TEACHING STRATEGIES FOR DIFFERENT LEARNING TYPES

Yana Kazaku, student

Iryna Salata, Associate Professor, PhD (Philology)

Kyryvi Rih State Pedagogical University

It is well known that each person has his/her learning style and it is important to know especially for a young teacher who only starts his/her professional career. To be aware of this fact is necessary for choosing and using appropriate teaching strategies at the English lessons.

Learning styles are how people learn successfully. Information enters your brain by three main ways: sight, hearing and touch, which one you use the most is called your Learning Style.

Psychologists single out three main types of learning styles – visual, auditory and kinesthetic. Each type has its own characteristic features which are important to know to recognize students' learning styles.

Visual learners learn by sight. They need to associate ideas, concepts, data and other information with images and techniques. They observe rather than talk or act, prefer to see information such as pictures, diagrams, cartoons, demonstrations, memorize by seeing graphics and other visual aids. Visual learners are good at noticing details, advance planning and visualizing words and concepts they hear but may be easily distracted in lecture with no visual aids.

Auditory learners learn by hearing that's why they need to hear what is being said in order to understand and may have difficulty with written instructions. They enjoy music, hum or sing often, like being read to or listening to audio books. But auditory learners may be easily distracted that's why they often avoid eye contact in order to concentrate, may not need careful notes to learn.

Kinesthetic or Tactile learners learn best through a hands-on approach, actively exploring the physical world around them. They prefer touch as their primary mode for taking in information, create study sheets connected to vivid examples, but may find it hard to sit still for long periods and may become distracted by their need for activity and exploration.

Each of these learning styles has its own learning strategies which should be proposed by a teacher to encourage students to try these strategies when learning information or preparing for an assessment.

The best learning strategies for visual learners may be the following: to propose students to recopy notes while studying, this can be done several times if necessary; to look at the words, visualize them and repeat to themselves, etc.

As for the teaching strategies, which mean how to adapt class presentations and training sessions to each learning style for maximum effect, teachers should seat visual learners close to the front, where they can see the presenter clearly

avoiding visual obstructions (e.g. people's heads). As they may think in pictures a teacher should include visual displays: diagrams, illustrations, overhead transparencies, videos, graphs, charts, outlines, concept maps and hand-outs. During a lecture or classroom discussion visual learners often prefer to take detailed notes to absorb the information so it's useful to leave white space in hand-outs for note-taking. A teacher should emphasize key points to give the cue when to take notes.

Speaking about learning strategies for auditory learners a teacher should advise students to repeat facts or information aloud while studying, to say words inside their heads to remember them, to use a tape recorder or audio books.

In a classroom with auditory learners a teacher should begin new material with a brief explanation of what is coming and conclude with a summary of what has been covered. The usage of so called Socratic method will be helpful for this type of learners. The learners are questioned to get as much information from them as possible and then a teacher fills in the gaps with the necessary data. A teacher may have the learners to brainstorm, to study aloud with others, to explain or teach information to others. An instructor shouldn't be monotonous while speaking, should incorporate songs or catchy phrases into his/her presentation.

To kinesthetic learners a teacher can advise to take frequent breaks when studying, to get up and move around, pace back and forth, to draw information while learning it, to move away all distracting objects from the desk.

As far as teaching strategies for kinesthetic learners are concerned the best techniques may be as following: kinesthetic persons may find it hard to sit still for long periods and may become distracted by their need for activity and exploration so it's better to seat them at the back of the room so their motion does not distract others; to give frequent stretch and brain breaks; to use role play activities that get the learners up and moving; to play music, when appropriate, during activities; to use models and real objects for visual aids and pass them around to the students.

Of course, in the class a teacher meets a mixture of all three learning styles so the problem arises how to teach these different types of learners. It is very important to find out learning styles of the students in the class and use a mix of various activities and teaching techniques that will benefit each type of learner and make class work absorbing and captivating both for students and a teacher. This work may be energy- and time-consuming but at the same time encouraging and rewarding.

References:

1. <http://www.teachhub.com/teaching-strategies-approach-different-learning-styles>
2. <https://www.slideshare.net/sidrajvd1/learning-style-strategies>
3. <https://www.sciencedirect.com/science/journal/0346251X>
4. <https://www.getadministrate.com/blog/how-to-teach-to-different-learning-styles/>

THE METHODS OF PROPER NAMES' TRANSLATION

Kateryna Kryvonis , student

Alla Krokmal, Associate Professor , PhD(Pedagogy)

O. M. Beketov National University of Urban Economy in Kharkiv

In modern linguistic, there is a heightened interest to problems of onomatology. Proper names (onyms) adopt a special place in Ukrainian, English, German languages etc. They can be met in an each area, can be presented in different functional styles. The translation of proper names is a difficult challenge, which causes mistakes during a translation and can drive to vagaries and misinformation.

It is important to examine possible ways of transferring, to know their special aspects for using them in translation practice. A. V. Superanskaya, A. A. Pashkevich, A. F. Artemova were involved in onomatology. They tried to figure out and mark the main problems of onyms' translation.

So, there are a few methods of personal names' transferring:

1. The straight graphic translation, which is used when languages have the same graphic system, is called transplantation. Demerit of this method is that speakers can identify the pronunciation of a name incorrectly.

2. When languages use different graphic system, but letters and their combinations in this languages fulfill each other and they are translated according to correspondence, so we can talk about transliteration. As Latin or Cyrillic have the general basis, which allows us to put alphabets' letters in correlation to each other. Transliteration was often used in translation practice during XVIII-XIX cent., when linguistic contacts were fragmente:(the scientist's name Newton were translated as "Невтон").

3. The main principle of proper names' transferring is transcription- the method of phonetical similitude, when a sounding of foreign name is transmitted with receiving language's resources. The purpose of transcription is to follow the method of mutual correlation between incoming language's phonemes and their graphic representation in a foreign language.

4. Another one method is transposition. When names, which have the different forms in each language, but have the same etymology, are used as an equivalent. And also it is peculiar for interpretation of Russian names, which have a Greek origin, into English.

Besides there exists a difficulty in translation of Antique and Biblical names. A translator have to decide , which form should be used: modern or historical variant. So, we have a three variants of name George, which can be transferred as «Джордж» - if we talk about our contemporary (Джордж Буш) ; «Георг» - when we name the monarch; «Георгій»- about The Great Martyr. Following the tradition, names of monarchs, saints and religious lieders are translated using

transposition. For example, King's name James is passed as "Иаков", John – "Иоанн", Charles – as "Карл".

For toponyms' reproduction, which consist of two or more words, can be used the method of calquing. For example, White House- "Білий дім", Wild West – "Дикий Захід". But calquing doesn't respond to modern translation's tendencies and norms. That's why sometimes, toponyms are translated with a half-calque. It means, that one part of word is appeared while word for word translation, and others are made with transcription or transliteration.

Translators have to choose what is more important: onyms, which are good in law, or those, which can be accepted by middle reader or listener easily. If the second variant is more important, so we can use a calque (First National Bank – "Перший національний банк").

In such a way, some recommendations are pointed below:

1) make a sure, that you have a proper name (not all English words, which are written with a big letter, are proper); to define a range of onyms (exactly what is named- a human, an organization, etc, the translation depends on it);

2) to recognise an onym's native language (a pronunciation will be depended on basic language, so and transcription);

3) to check an occurrence of traditional correspondences (It is possible, that the name has already had a steady translation.); to accept the translational solutions, keeping in mind all aspects of onym's form and meaning, and audience, which is going to receive a translation.

Conclusion. Generally, proper names represent a real challenge for both professional and novice translators; therefore, they merit attention from researchers and scholars in the field of translation studies. It is clear that translators must be familiar. So, onyms' translation is a huge formation of precision vocabulary, this is not an easy and quite responsible work, which translators must accept seriously and carefully, using their knowledges and accessible background information, choosing those ways of transferring, which meet the modern standards and their pragmatic mission.

References:

1. Ermolovich D. I. "Имена собственные на стыке языков и культур" / D. I. Ermolovich. – М. : R. Valent, 2001. – 200 с.
3. Solomykina A. S. "Способы перевода имен собственных на материале американской публицистики" / A. S. Solomykina. – 2013. – № 7–1. – С. 80–81.
4. Onomastic terminology [Electronic resource]: <http://icosweb.net/terminology>

COGNITIVE BASES OF METAPHOR MODELING

Kamienieva Iryna, English Language Teacher

O. M. Beketov National University of Urban Economy in Kharkiv

Cognitive science, united several scientific fields (cognitive psychology, linguistics, philosophy, modeling of artificial intelligence, etc.) has led to a “cognitive revolution” in modern science. The idea of cognitive science is that human thinking operates with mental cognitive structures. The great interest in the metaphor phenomenon determines the existence of many areas of metaphor research in philosophy, logic, literary criticism, psychology, semiotics, and linguistics. There are many classifications describing existing approaches to the study of metaphor.

The purpose of the article is to analyze various approaches to the study of metaphor and to identify the language potential of its modeling.

In modern science, there is a tendency to differentiate two approaches to the study of metaphor. These comparative theories, exploring the procedure of transfer or comparison in relatively closed semantic fields, the rules of metaphorical substitution, are mainly developed in the framework of traditional poetics (Y.D. Apresyan, N.D. Arutyunova, V.G. Gak, G.N. Sklyarevskaya, E.T. Cherkasova and others.). This direction is characterized by interest in the semantics and metaphor functions, the laws of the metaphorization process, its stylistic possibilities.

Researchers of metaphor attach great importance to the semantic side of metaphor, studying semantic processes that create metaphorical meaning, the structure of semes that make up a metaphor, the ratio of semes in the original and metaphorical meanings, the mechanisms of metaphor formation. The metaphor is characterized by “semantic bi-duality, which is formed on the basis of a latent comparison of the first phenomenon with others according to some features” [4: 9]. Semantic processes and categorization of naming transformations are embedded in the basis of logical relationships between the concepts. There is a tendency to understand the term “metaphor” very broadly, applying it to any kind of using words in an indirect meaning.

For some researchers, the important characteristics of metaphor are the derivative, the relationship between the primary and secondary meaning and the transference, the semantic movement, found during the formation of the metaphorical meaning.

The cognitive representations of reality, laid down in a metaphorical transference, are realized in concrete linguistic forms, which possess in the sentence certain semantic, emotional, informational and stylistic statuses and their functional characteristics.

In the framework of the traditional approach, attempts were made to classify types of metaphors. The most famous classification was proposed by N.D. Arutyunova, who distinguished four types of metaphor:

1. Nominative metaphor (the actual transfer of the name), consisting in the replacement of one descriptive value by another.

2. The figurative metaphor as a result of the transition of a descriptive value to a predicative value.

3. A cognitive metaphor which is a result from a shift in the compatibility of predicate words (transfer of meaning) and creating polysemy.

4. A generalizing metaphor (as an end result of a cognitive metaphor), “erasing, in the lexical meaning of a word, the boundaries between logical orders and stimulating the emergence of logical polysemy” [2: 366].

Along with the traditional semantic approach to the study of metaphor, in Western science there is a fundamentally different approach, based on the idea of the cognitive approach (M. Black, M. Johnson, J. Lakoff, R. Langacker, A. Richards, M. Turner, J. Fokionier).

M. Black develops the concept of metaphor as an interaction; in his theory, metaphor is the result of the interaction of concepts, and not semantic meanings [1: 153-171].

According to the cognitive theory of the metaphor of J. Lakoff and M. Johnson, “the metaphor permeates our everyday life, not only language, but also thinking and activity. Our everyday conceptual system, within the framework of which we think and act, is essentially metaphorical” [4: 25]. Concepts that exist in the intellectual sphere of a person help to organize the perceived reality, including everyday details. This conceptual system plays an important role in determining human behavior in the world and contacts with other people. And as the conceptual system is largely metaphorical, the everyday experience of a person is determined by means of metaphor. However, the metaphoric nature of consciousness is not always realized by man, as in daily activities a person often acts automatically according to certain patterns. Identification of these schemes is possible referring to the language, because the thinking uses the same conceptual system, which is reflected in the language. Thus, language is an important source of data about mental structures.

J. Lakoff and M. Johnson propose to consider the metaphoric model as the main cognitive operation, the most important way of knowing the world by transferring the concept from one, usually concrete, sensory sphere to another, more abstract. As a result, the structure of the original sphere is transferred to the system of the sphere, subjected to metaphorical expansion. Cognitive studies of metaphor make it possible to describe ways of knowing and conceptualizing the world around us, to represent the elements of human consciousness as models through the analysis of language forms in which it is expressed.

A metaphor is considered an exclusively linguistic phenomenon, which is based on the similarity between the described objects and is used for aesthetic purposes. According to the cognitive approach, in the process of metaphorization, human knowledge is used to structure the primary and secondary values.

Thus, the interest in metaphor is due to the desire to comprehend the essence of figurative thinking, the definition of mechanisms, methods and models of

metaphorization, as metaphors play a huge role in cognition, conceptualization and representation of the world, are the most important component of cognitive and linguistic pictures of the world. Different approaches to the study of metaphor allow us to identify and describe the language potential of its modeling.

References:

1. Blek M. Metaphor. Metaphor theory / M. Blek. – M. : Progyess, 1990.
2. Arutyunova N. D. Functional types of language metaphor / Arutyunova N. D. – Izvyestiya AN SSSR, 1978. – S.333–343.
3. Arutyunova N. D. Language and human's world / N. D. Arutyunova. – M., 1998.
4. Lakoff Dzh., Dzhonson M. Metaphors we live / Dzh. Lakoff, M Dzhonson. – M. : URSS, 2004. – 253 p.
5. Cherkasova Y. T. About metaphorical words using (on the materials of L. Lyeonova and M. Sholohova) / Y. T. Cherkasova. – Language analyzing of the writers. – M., 1959.

IMPROVING READING AND STYLISTIC ANALYSIS SKILLS

Lily Kuznetsova, Associate Professor, PhD (Phylology)

Lviv Ivan Franko National University

Iryna Morozova, Senior Teacher

Sumy State University

Reading is a complex and many-sided linguistic procedure, an art requiring thoughtful, critical and laborious efforts. Language in literary texts is so subtle that the reader is supposed to understand between the lines, to see through emotive words, to judge the tone as well as structure of the text.

In view of this most tasks and assignments are meant to be given to help English learners acquire and master skills in a complex *linguostylistic analysis* which is so necessary for developing reading, writing and speech habits.

Thus, the students are suggested reading and analysing some extracts from literary texts of various genres and functional styles. Various as they are in form and content, they present different **kinds of prose writing**, which is traditionally divided into three main ones: **narration, description, exposition (explanation)**. They differ in their structural and speech peculiarities (forms).

If the guiding purpose of the writer is to tell a story developing in time and space, to convey what merely happened then we say the writing is **narrative**. It should be noted that there exists some terminological divergence in the use of the words “narration” and “narrative”. In research papers they are sometimes used as synonyms, as well as interpreted in English-English dictionaries or translated into Ukrainian or Russian ones.

To confirm these observations we give a very brief survey of different points of view on the problem. In “A Concise Glossary of Contemporary Literary Theory” by Jeremy Hawthorn (London, 1994, p.128–129) we read:

Narration is a rather slippery term in comparative narrative theory, and is given different weight by different theorists. By some narration is used as a synonym for narrative, by others as the act or process whereby a narrative is produced.

Gerald Prince defines “narrative” as “*the recounting of one or some fictitious events*”. Gerald Gentle points out that the word “narrative” can refer to three separate things: either the oral or the written narrative statement that undertakes to tell an event or events; or the succession of real or fictitious events that are the subject of the Discourse, with their varied relations, or, finally, the act of narrating.

The Advanced Learner’s Dictionary of Current English by A. S. Hornby gives the following interpretations of the terms:

Narration (n) – story, the telling of a story; account of events.

Narrative (n) – story or tale; orderly account of events; composition that consists of story-telling.

Narrative (attrib.) in the form of story-telling; narrative literature (stories & novels); a writer of great narrative power; able to describe events well. (p.648)

English – Ukrainian dictionary – Vinnytsa, 2006, стор. 922 translates these terms as follows:

Narration – 1. оповідання, повість

1. розповідь, виклад (подій, фактів)

2. текст від автора, авторський коментар.

Narrative – оповідання, повість; narrative literature – художня проза (роман, оповідання); narrative poem – епічна поема.

As we see the words are interpreted as synonyms and used interchangeably what sometimes prevents from an adequate translation into Ukrainian.

Though it is difficult to make exact distinctions between the meanings of the two words Narration and Narrative we adhere to terminology and definitions suggested by Th. S. Kane & G. J. Peter’s in their well-known book “Writing Prose” and use them in our manual of linguistic and structural analysis of English Prose.

To give support to the above statements we adduce to the theories of Acad. V. Vynogradov and prof. V. Kukharenko. In short they are as follows: “... In the mid-20-ies V. V. Vinogradov called the description, narrative, reflection of compositional-speech forms, which differed in ancient rhetoric, as generalized types of content, which characterized certain types of design.

In the mid-20-ies V. V. Vinogradov called the description, narrative, reflection of compositional-speech forms, which differed in ancient rhetoric, as generalized types of content, which characterized certain types of design (kinds of narration).

Thus, after the famous scientists, we use the term "compositional speech form - KSF; which adequately reflects the essence of the phenomenon, although there are other terms: forms of presentation, functional - semantic types of speech, narrative modes, discourse types.

Regarding the notion of "types of narrative" prof. Kukharenko distinguishes four types of presentation - author's, dialogic, internal, and improper-direct speech (IDS).

If the writer intends to tell us how something or somebody looks like, to re-create the object in words, we call it **description**.

The purpose of **exposition** is to explain something by logic and reveal relationships.

Seldom is any piece of prose fiction pure description, narration or exposition. Often these kinds of writing become so fused as to be practically indistinguishable. In any genre of literature description, narration and explanation interact with each other in the most intricate way. For example, the description of the structure of an atom is as much as an explanation; the historical narrative is as much concerned with the "why" and "how" as with "what" and "when" it happened.

However, narration is not always a homogeneous structure, especially in the belles-lettres texts. As a rule, it is realized in different forms of prose writing which are called Types of Narrative. In artistic prosaic texts factious events can be embodied into three main types: the author's narrative, dialogue, represented speech.

The thorough analysis of kinds of prose will enable the student to recognize them in any text, because they are pure examples of a certain kind. Working with the text stimulating the student's ability of observation and appreciation the creative possibilities of great writers, their art of structuring and styling texts.

The tasks could deal with content as well as with form, emphasising the main points of the text, help students to make more sense of words and structure. The questions for the text meant to direct the student's thinking and for the most part they hint at the supposed answer. Diction reveals the choice and use of words by the author.

To improve student's reading skills it is worth giving for analyses different types of narrative of different functional styles. Not numerous tasks are meant to focus the student's attention upon one or a limited number of stylistic events to better understanding and decoding the implicative meanings of the microtext. The material for analysis offers examples of good prose. It is assumed that the close study of good models is an indispensable aid to understanding and learning classic prose writing, thus becoming a skilful reader and, maybe, in future an original writer himself. One more type of exercises are the tasks and questions aim at comprehensive tests of the student's self-control for conducting an independent linguostylistic text analysis based on theoretical and practical knowledge acquired during Stylistics studies.

References:

1. Арнольд И. В. Стилистика. Современный английский язык / И. В. Арнольд. – М., 2002.
2. Кухаренко В. А. Інтерпретація тексту / В. А. Кухаренко. – Вінниця, 2004.

3. Категоризация мира: Пространство и время // Материалы научной конференции. – М., «Диалог», МГУ, 1997. – 237 с.
4. Galperin I. R. Stylistics / I. R. Galperin. – М., 1977.
5. Kukharenko V. A. A Book of Practice in Stylistics / V. A. Kukharenko. – Vinnytsja, 2000.
6. Kane Thomas S. & Peters Leonard J. Writing Prose / Thomas S. Kane & Leonard J. Peters. – NY, OUP. – 1964.
7. The Advanced Learner's Dictionary of Current English. – 2nd ed., OUP, 1962.

BYOD AS ONE OF THE MOST POPULAR INNOVATIVE METHODS OF TEACHING ENGLISH

Hanna Nestor, student

Olha Semenova, Senior Teacher, PhD (Pedagogics), Research Advisor
Kryvyi Rih State Pedagogical University

Nowadays, children differ from their parents in the aspect of computer competence and have the latest technology innovations in their hands. But these devices can distract students from work if they will be banned on the lessons. And for us one of the most interesting moments of the concept is to turn the idea of the potential of electronic devices and give the opportunity to use it in schools or colleges. The philosophy of education, which is called up to provide the reviewing of different scientific industries, must produce modern educational tools.

In 2005, Rafael Ballagas wrote his work called BYOD: Bring Your Own Device, where this term appeared first and meant the ability to use gadgets in the official organizations. People began to acquire the devices with a set of powerful applications that can be used in all spheres of their life.

Certainly, this point of view makes the effect of novelty and attracts the attention of teenagers. But we need to clarify considering of applications, that will be better for studying in the classroom.

BYOD allows to work online and get processed results in a short time, take tests, not to waste time working with different teaching materials, create the own bookmarks, log in to the personal account, etc. In addition to the excitement, there is another important aspect – saving time, that you needn't spend on unnecessary actions, such as opening a diary, finding a page in a textbook, redrawing the schedule or writing a quote, and in the classroom it takes from 5 to 15 minutes. With BYOD this time can be spent on more important things – discussions, personal consultations, teamwork. Personal large displays allow a single user to visualize and process large amounts of information at once [1]. The right teacher's action in this situation is the using some of the features of mobile devices for students to organize work and inclusion of mobile devices in the educational process.

A lot of smartphones and tablets have a minimum basic functionality (which does not require the installation of additional software), which can be used on

virtually all devices of this class, which facilitates the planning of educational activities using these devices. The basic set of smartphone functions and tablets includes the ability to take photos and videos, text processing; work with the browser and viewing sites (usually mobile versions); installed applications for communication in social networks; maps (with the ability to determine their location).

Smartphones and tablets are mobile personal computers with a touch screen, a Wi-Fi module for providing the Internet, a camera, a sound sensor (microphone), a GPS sensor, an operating system with the ability to install various applications.

The BYOD model has a number of advantages: the school needn't purchase additional equipment, and parents provide their child with devices for education; you can work with the device not only in school, but also outside the classroom, you can engage in research and project activities everywhere.

Of course, this idea has its disadvantages. For example, some children can have fun, not learn, while working with devices. But teachers should organize their work in such a way that students do not have time for distraction. Undoubtedly, you must have a special organization in the classroom: an extension cord and a universal charger to connect to the outlet, the general management of devices and content on them (while working in the classroom). Also particular families cannot buy a gadget (although every year the family of a student or a pupil spends money on ordinary materials, textbooks and paper and it is really better just to buy a gadget).

So, it becomes clear that BYOD technology is one of the relevant ICT technologies in the educational process. This technology has many perspectives, but its success depends on the readiness of the participants of the educational process. The using of the BYOD model requires teacher's desire and students' willingness to use personal mobile devices for educational purposes. And one more important thing is that teacher must have a high level of information culture, knowledge of technical characteristics of mobile devices, software and network services.

References:

1. Baudisch Patrick. Focus plus context screens: combining display technology with visualization techniques / Patrick Baudisch, Nathaniel Good, and Paul Stewart // In *Proceedings of the 14th annual ACM symposium on User interface software and technology*. – P. 31–40. – New York, ACM Press, 2001.

IMPLEMENTATION OF INDIVIDUALIZATION PRINCIPLES: INVESTIGATING STRATEGIES TO MAKE CONTENT COMPREHENSIBLE IN UNIVERSITY CLASSES

Zoya Oganessian, student

V. O. Shukhomlinsky National University of Mykolaiv

Luis Perea, English Language Fellow, Research Advisor

*V. O. Shukhomlinsky National University of Mykolaiv, English Language Fellow,
USA*

Currently, a plethora of methodologies to teach English as a Foreign and Second language exists in ESL classrooms around the world. In Ukraine, for instance, university English classes are taught with different methodologies from what is currently used in the USA, Canada, England, etc. As evidence of this, some of the textbooks are written in Russian/Ukrainian explanations, the authors are not native speakers of English, and the curriculum is strictly guided by the books, the learning of English is exercise-driven, with minimal group-work, etc. Because of this, it is necessary to adopt methodologies that are more communicative-based and aligned to real-life situations, where also the teachers can involve all students and make the delivery of the content and lessons comprehensible.

Therefore, the following paper will describe an exploratory study on how university teachers use materials, curriculum, strategies, group configurations, etc. to make the content comprehensible and if possible, individualized. The researcher will investigate the methodologies of university teachers at V.O. Shukhomlinsky National University of Mykolaiv by comparing them with strategies that are well-known to make content understandable. E.g. the SIOP approach (Sheltered Instruction Observation Protocol).

Methodology

Having discussed the gap in the introduction section of this paper, the methodology that will be used for this study is a neo-ethnographic case study with evaluative features because this study deals with the in-depth investigation of a single case by a participant observer or a group of observers. I will use a mixed-methods approach to collect data.

I will use a survey questionnaire because it allows asking specific questions to participants about what the researcher wants to know. In order to gather objective data, I will use the following instruments:

- 1) A quantitative survey (Likert scale) for both university students and teachers to answer
- 2) A qualitative questionnaire (open-ended) for both university students and teachers to answer
- 3) A rubric or observational rating scale to figure out the strategies and methodologies teachers use in their lessons.

As noted in the aforementioned instruments of data collection, the mixed-methods approach allows to use a Core approach but also being informed by

another one. The following figure below, summarizes how each instrument will be utilized to gather the data.

QUANT → (Likert scale)	→	QUALIT → (Observational rating scale)	→	QUANT → Qualit (open-ended questionnaire)
Teachers	Students	Teachers	Students	Teachers

In this paper, I will use three different instruments of data collection because they will allow me to compare and contrast the university teachers' perceptions of their strategies and methodologies used in class, but at the same time, I will be able to get the university students' perceptions on how they are taught by the same teachers. Finally, in order to triangulate this data, I will use an observational rubric or rating scale to go and visit teachers' classrooms and document observations on their methodologies, strategies and any individualized instruction they use in class.

Instruments of Data Collection

Approximately 30 items measuring 30 different constructs will be used in all three instruments of data collection. These are based on the SIOP (Sheltered Instruction Observation Protocol) Framework created by Echevarría, J., Vogt, M. E., & Short, D. (2008).

First of all, by using the SIOP Model Abbreviated Version, I will observe teachers at the department of English at V.O. Shukhomlinsky National University of Mykolaiv. I will have my supervisor and trained observers also conduct these classroom observations. Second of all, the same constructs from the SIOP Model, will be used to gather both teacher and student's perceptions of how they believe they are taught or use individualized instruction, strategies and the methodology used by their teachers. These constructs will be part of both the Likert scale and the open-ended questionnaire. The following are the main constructs to be used / measured:

1) Content objectives	16) Question types
2) Language objectives	17) Interaction
3) Content concepts	18) Grouping configurations
4) Supplementary materials	19) Clarification of key concepts in L1
5) Adaptation of content	20) Hands-on materials/manipulatives
6) Meaningful activities	21) Application of content and language knowledge
7) Concepts explicitly linked to students' background	22) Application of all language skills
8) Links made between past and new learning	23) Content objectives supported by lesson
9) Key vocabulary	24) Language objectives supported by lesson
10) Comprehensible input	25) Student engagement
11) Appropriate speech	26) Pacing of the lesson
12) Explanation of academic tasks	27) Review of vocabulary
13) Variety of techniques	28) Review of key content concepts
14) Strategies	29) Feedback to students
15) Scaffolding	30) Assessment of student comprehension

Once all these data have been gathered, I will analyze it and I will correlate the results from a) the teachers, b) the students, and c) the observations using the

SIOP Model. Finally, I will identify the inconsistencies between teachers, students and the observations and I will provide recommendations for the improvement of the methodologies used in the university teachers' classrooms.

References:

Echevarría, J., Vogt, M. E., & Short, D. (2008). Making content comprehensible for English learners: The SIOP®

Model (3rd ed.). Boston: Allyn & Bacon.

Echevarría, J., Vogt, M. E., & Short, D. (2008). Making content comprehensible for English learners: The SIOP®

Model (3rd ed.). Boston: Allyn & Bacon.

Echevarría, J., Vogt, M. E., & Short, D. (2008). Making content comprehensible for English learners: The SIOP®

Model (3rd ed.). Boston: Allyn & Bacon.

Echevarría, J., & Short, D. (2011). The SIOP Model: A Professional Development Framework for Comprehensive School-wide Intervention. Create Brief.

Center for Applied Linguistics.

Echevarría, J., Vogt, M. E., & Short, D. (2010). Making content comprehensible for secondary English language learners: The SIOP® Model (3rd Ed.). Boston: Allyn and Bacon

Echevarría, J., Vogt, M. E., & Short, D. (2008). Making content comprehensible for English language learners: The SIOP® Model (3rd Ed.). Boston: Allyn and Bacon

UDC 808.5

ANFÄNGE WAS IST EINE KEYNOTE UND WOZU WIRD SIE EINGESETZT?

Uwe Pache, Lektor

Henke Schulungen, Stuttgart, Deutschland

Dmytro Yurchenko, Lektor, Sprachberater

Charkiwer Nationalen O. M. Beketow Universität für Stadtwirtschaft

Das Wort Keynote stammt aus der Musik, wenn ein Sänger ohne die Begleitung von Instrumenten („a cappella“) eine einzelne Note zu Beginn spielt, um die Tonlage für das folgende Stück vorzugeben.

Als Keynote bezeichnet man auch eine Eröffnungsrede, die im größeren Rahmen vor mehreren hundert Gästen gehalten wird. Bei politischen Veranstaltungen soll sie das Publikum auf das Thema einstimmen. Bei Firmenveranstaltungen soll sie das Publikum mitreißen und für einen bestimmten

Sachverhalt begeistern. Oftmals gelingt dies durch einen Trick, der jedoch eine Stang Geld kostet: man bittet eine prominente Person aus Funk und Fernsehen, der Politik oder dem Sport die Rede zu übernehmen. Wenn das zu teuer ist, greift man als Firma auch gern auf einen Komiker zurück, der die Leute mit seinen zahlreichen Gags schon irgendwie zum Lachen bringt.

Man unterscheidet:

a) Informative Keynotes: Sie informieren in leicht verständlicher Sprache über eine Sache. Vorteil: durch die sehr vereinfachte Darstellung wird das Publikum nicht überanstrengt.

b) Mitreißende Keynotes: eine Lobrede auf die eigene Firma oder das eigene Produkt. Trotz größter Hindernisse hat man es doch noch geschafft.

Die Länge einer Keynote variiert zwischen 60 und 90 Minuten und wird je nach Themenvorgabe auch mit sehr viel Körpereinsatz vorgetragen. Keynote-Sprecher rühmen sich gerne, zu den absoluten Topsprechern des Landes zu gehören, und vielleicht sind sie das auch allerdings bleiben ihre sprachlichen Darbietungen immer im Rahmen der Rhetorik. Viele haben jedoch eine Sprecherausbildung oder schon jahrelange Erfahrung im Vortragen von Reden. Das unterscheidet sie vom Amateur, der auf so großer Bühne vor Nervosität vielleicht den Faden verlieren würde.

Die Darstellung einer Keynote nach Variante b orientiert sich auch an antiken Vorbildern (Herrscherlob) und wird heutzutage auf Firmen übertragen:

Einleitung:

- von der Schwierigkeit, eine Lobrede zu halten
- Lob der Geburtsstadt (Lob des Firmensitzes)
- Lob der Geburt (Lob der Firmenentstehung)
- Lob der Erziehung (Lob der Firmenphilosophie)
- Lob des Charakters (Lob der Firmeneigenheiten)

Hauptteil:

- Lob der Taten in Krieg und Frieden (Lob der Firmenproduktion unter sich verändernden Marktbedingungen)

- Lob der Tugenden: Tapferkeit, Klugheit, Gerechtigkeit (Lob der Stärken von allen Mitarbeitern: Mut, hoher Bildungsgrad, entschlossene Vorgehensweise...)

Schlussteil:

- Besonderheit des Herrschers im Vergleich zu anderen (Besonderheit der Firma im Vergleich zu anderen Firmen)

- Lob der stabilen Verhältnisse im Lande (Lob der soliden Wirtschaftszahlen)
Dank des Redners im Namen des Volkes (Dank des Redners im Namen der Mitarbeiter)

- Glückwünsche des Volkes für ein langes Herrscherleben (Glückwünsche der Mitarbeiter für ein langes Firmenimperium mit diesen Vorstandsmitgliedern)

Welche Aufgabe hat Keynote Speakers?

Im Rahmen einer Veranstaltung hat ein Keynote Speaker unterschiedliche Aufgaben und Funktionen. Zwar vermittelt ein Keynote Speaker auch Fakten, doch dies ist in der Regel zweitrangig. Fachreferenten übernehmen die Rolle der

Faktenvermittlung häufig. Einem Keynote Speaker kommen deshalb andere Aufgaben und Funktionen zu:

- „Icebreaker“-Funktion: Ein Keynote Speaker stimmt das Publikum auf ein Thema so ein, dass Zuhörer/-innen neugierig werden. In der Funktion als „Icebreaker“ hält ein Keynote Speaker häufig den Eröffnungsvortrag.

- Übersetzer-Funktion: Ein guter Keynote Speaker verzichtet auf Buzzwords. Gerade bei Fachveranstaltungen geht es um eine Vielzahl technischer und mitunter abstrakter Begriffe. Ein Keynote Speaker hilft dem Publikum, sich solch komplexe Themen zu erschließen. Die Inszenierung eines komplexen technologischen Vorgangs hilft Zuhörern, sich ein Bild von einer Technologie zu machen. Die Wirkung lässt sich sogar wissenschaftlich erklären: Wenn ein Keynote Speaker ein komplexes Thema im Publikum inszeniert, verankert sich das Gelernte im so genannten „Limbischen System“ des Gehirns, dem Erfahrungsgedächtnis. Im Laufe der Fachveranstaltung können die Zuhörer/-innen immer wieder auf diese Erfahrungen zurückgreifen. Die Fachinformationen werden dadurch leichter und einfacher verständlich. Ein Keynote Speaker agiert hier in der Funktion eines „Übersetzers“.

- Entertainment-Funktion: Die meisten Veranstaltungen folgen einer bestimmten Dramaturgie: Fachinformationen, die häufig eine hohe Konzentration und Aufnahmebereitschaft der Teilnehmer erfordern, werden durch andere Elemente ergänzt. Eine mögliche Veranstaltungsdramaturgie besteht beispielsweise in einer unterhaltsamen Eröffnung, auf die mehrere Fachvorträge folgen. Zum Ende der Fachvorträge folgt erneut ein Unterhaltungselement. Nach Pausen wie beispielsweise der Mittagspause, wo Teilnehmer traditionell Schwierigkeiten damit haben, einer Veranstaltung zu folgen, werden Unterhaltungselemente platziert, um das so genannte „Suppenkoma“ zu bekämpfen. Auch der Abschluss einer Veranstaltung kann durch Unterhaltungselemente geprägt sein. Ein Keynote Speaker schafft einen größeren Bezug zum Thema als es beispielsweise ein Künstler tut.

- Motivations-Funktion: Auf vielen Veranstaltungen werden Zuhörern und Zuhörerinnen komplexe Themen vermittelt. Jedoch fehlt es häufig an dem konkreten Motivationsschub, das Gehörte auch in die Praxis umzusetzen. Hier unterstützt ein Keynote Speaker die Veranstalter, in dem er Botschaften mit einem starken Motivationscharakter übermittelt.

In der amerikanischen Wirtschaft, der amerikanischen Politik und bei Wissenschaftssymposien wird auf eine Keynote Speech oder Keynote Address großen Wert gelegt. Die Keynote gibt den Rahmen für weitere Programmpunkte vor. Manchmal werden diese Redner sehr berühmt: ein Keynote Speaker für eine Wahlveranstaltung der Demokratischen Partei im Jahr 2004 hieß Barack Obama. Kultstatus erlangten früher die einflussreichen Eröffnungsreden von Steve Jobs, der in seinem stets gleichen Outfit (schwarzer Rollkragenpulli, blaue Jeans und weiße Turnschuhe) seine treue Apple-Gemeinde auf die neuesten Produktentwicklungen einschwor. Keynotes werden auch an Universitäten gehalten, wenn die Erstsemester begrüßt oder neue Akademiker Berufsleben verabschiedet werden. Manche

Konferenzen haben mittlerweile zwei Keynotes: eine zur Eröffnung der Veranstaltung, aber auch eine zur Verabschiedung. Wenn Sie einen Prominenten für Ihre Großveranstaltung buchen wollen, können Sie das über eine Redneragentur machen, die aber zwischen 10 und 30 Prozent des zu entrichtenden Honorars für sich veranschlagt. Ein anderer Weg sind selbstständig arbeitende Sprecher für Keynotes sowie die auf Crowdfunding basierende „Speakerwiki“-Webseite. Man staunt, wenn man so alles bei den Agenturen findet, die man buchen könnte. (Tipp: „Redneragentur“, „Celebrity Speakers“, „Speakers Agency“ in die Suchmaschine eintippen)

Warum ich Ihnen bis jetzt keine Frauen nennen konnte? Antwort: Es gibt bei diesen Agenturen praktisch kaum Rednerinnen, die wirklich bekannt sind. Es finden sich einige Rednerinnen, die kennt aber keiner. Es gibt aber einige Ausnahmen. Die Schauspielerin Olivia Newton-John (Grease), Sigourney Weaver (Alien), Sharon Stone (Basic Instinct) und Linda Evans (Denver Clan) wären auch bereit, gegen gutes Geld aufzutreten. Dann gibt es noch die drei Topverdienerinnen der Branche: Die Autorin der Harry-Potter-Bücher, J. K. Rowling, ist mit 50 000 Dollar zufrieden; die Yahoo-Unternehmerin Marissa Mayer und die Schauspielerin Angelina Jolie hätten beide gern das Doppelte: 100 000 Dollar. Die Ehre der deutschen Frauen rettet die Fernsehmoderatorin Nina Ruge vom ZDF. Dies sind aber „Peanuts“ gegen die horrenden Gagen, die ehemalige Staatsoberhäupter erzielen. Bill Clinton war während seiner Präsidentschaft für die USA praktisch pleite, um dann durch das Reden wieder an Vermögen (und auch Ansehen) zu gewinnen. 300 000 Dollar sind als Gage nicht aus der Welt. Auch seine einstige Praktikantin Monica Lewinsky verdient ihr Geld mittlerweile durch Reden und füllt ganze Hallen. Wer hätte das 1998 noch für möglich gehalten?

Manche Redneragenturen bieten auf ihren Internetseiten eine Art Fernsehen an, wo man sich die Redner vorab anschauen kann, insbesondere wenn es sich um Promis mit B-Status handelt. Auch Youtube ist eine hervorragende Quelle, um einen ersten Eindruck zu gewinnen.

Keynote-Sprecher bewegen sich nicht selten im Bereich der Scharlatanerie, z.B. Gedächtniskünstler, die keine sind, oder Autoren von Bestsellern, die nie verkauft wurden. Es besteht immer ein Risiko für eine Keynote, die natürlich Geld kostet: Unter 5000 Euro werden Sie kaum einen Keynote-Sprecher finden. Für diese Investition sollten sie sich gut auf dem Markt umsehen, wer der richtige Mann (oder die richtige Frau) für Sie ist.

Literaturverzeichnis:

1. Martin Dall: *Die rhetorische Kraftkammer*. Linde Verlag, Wien 2012
2. Dr. Jens-Uwe Meyer: Was ist ein Keynote Speaker? <https://jens-uwe-meyer.de/was-ist-ein-keynote-speaker/>
3. Uwe Pache: *Souverän zum Erfolg: Perfekt vortragen und verhandeln*. Rhetorik, Grammatik, Dialektik. Ein Handbuch. Berlin: Autumnum, 2017

BLENDED LEARNING AS A MODERN CONCEPT IN EDUCATION

Daryna Petrenko, student

Liudmyla Sinna, Research Advisor

National academy of the National guard of Ukraine

In the world of the 21st century, the literacy of the digital age cannot be neglected. With the command of this literacy comes the confidence and empowerment. We can no longer divide the happening of the digital and physical worlds, they are intertwined at every level and inevitably influence on each other.

Nowadays, most of us access online content from many different devices, for instance, tablets, smartphones and computers. Many of us produce this online content. Either way, the Internet is a fantastic platform to learn, play, interact and explore. The main advantage of the Internet is the ability to access instantaneously all types of information from different resources all over the world, including magazines, books, newspapers and journal publications. As a disadvantage, educators may consider this information overload. With the bulk of the information available to students, they may find it difficult to filter and distinct primary and secondary topics. Moreover, 'One Size Fits All' solution does not exist for security. We need to be able to protect young users from potential risks, such as advertising, excessive online purchasing in virtual worlds, and in-app purchases. Although, all of these contribute to make the Internet as a place where children can have positive experience, to be involved in the process of gaining something useful via technologies.

The term "blended learning", as an education program that combines online digital media with traditional classroom methods, is becoming increasingly important. It requires the physical presence of both a teacher and a student, with some elements of student's control over time, place, ways of learning, or pace. Although the first concepts of blended learning were developed in the 1960s, the formal terminology to describe it was not taken the current form until the late 1990s.

Young people are skillful producers of digital content: they take and share videos, pictures, multimedia, texts and opinions. Being producers rather than consumers let digital citizens to contribute to the global world of the digital society and to interpret it better. Blended learning is a widely used methodology in education system generally and particularly in professional development and training settings.

Let us consider the positive sides of teaching and learning while adopting technology. There exist many preconditions for independent learning: students are ready for the future, textbooks and educational prices have the potential to become lower, teachers get a possibility to create an exciting way to educate students and implement new teaching methods. However, for every plus there is a minus.

Technology sometimes causes a lack of interest in studying because now everything is at our fingertips, it is easy to find online or through data saved in the gadgets all necessary information without any attempts. As the result, it increases instructional challenges and can even decrease the value of face-to-face education. But luckily, teachers and students have an opportunity to be in the process of learning both digital users and active participants due to a variety of new applications and programs. Let's look at them.

Web 2.0 is represented greater user interactivity and collaboration, wider network connectivity and advanced communication channels than the early days of the Web. In the beginning of its development, data was uploaded on web sites, and users simply viewed or downloaded the content.

In this work, we will discover how an app can make it easy for kids to do research at home with the family in the real world, an app that encourages students to ask interesting questions and have the feeling that they can investigate things by themselves. So what Web 2.0 tools are the most applicable and effective in the process of learning?

If you want to monitor each student's progress towards different issues, identify strengths and weaknesses and to choose areas where the students would benefit from more challenging learning opportunities, or to review knowledge for the subject then you should use Kahoot! Kizoa is an incredibly powerful tool for both students and teachers. It is online Video Maker to develop children's creativity. Moreover, this tool should be accessible to everybody disregarding what level of education you are in. Glogster is a cloud-based platform for presentation and interactive learning. VoiceThread is a network where students develop communication, critical thinking, creativity and collaboration. Padlet, as an Internet application, is mostly used to express ideas on a certain problem easily. It is an online sheet of paper, which helps to share thoughts. QR codes are a great way to interact with your learners, students or trainees. They provide a compact way of sharing information or educating them.

Initially, the Internet was merely a place to store and locate information. It was static and non-interactive in that website visitors could only read content.

Thus, Web 2.0 tools can be considered as a revolutionary way of creating, editing, collaborating and sharing user-generated content online that facilitates the system of education and forces learners to be more motivated.

FEAR OF SPEAKING ENGLISH: REASONS

Krystyna Pivunkova, student

Svitlana Smolina, Associate Professor, PhD (Pedagogical Sciences), Research Advisor

T. H. Shevchenko National University "Chernihiv Colehium"

Nowadays we can see many articles and small publications in the Internet regarding the problem of communication in English. The fear of speaking English is a problem not only for pupils and students, but also for people studying the language independently or with a teacher. It is actual, so it is on the ears of network users. There are a lot of pieces of advice on how to get rid of it. However, among all the information we want to highlight the key one, which will be useful for teachers or future teachers of English, as well as for people learning the language for communication.

We are going to point out subjective and objective reasons for this phenomenon. According to the questionnaire, which was held at T.H. Shevchenko National University "Chernihiv Colehium" among the students of the first course, Philological Faculty in February 2019, there are some subjective common reasons:

- Fear of making mistakes. If a student is unsure in his/her knowledge of English, he/she is afraid to do something wrong, to be condemned by others. So they choose the best variant, as it seems to them, – just keep silence. "I know nothing" – is the most used phrase among the students. A teacher should inform a student that the mistakes should stimulate him/her to self-examination. Moreover, when he/she makes a mistake, they can analyze it, and this analysis will enable to avoid mistakes in the future.

- Shyness. Children really are afraid to speak for such a simple reason. They can be ashamed of both the teacher and their classmates. This aspect is important enough to overcome; it is necessary for the child to have a communication skill, which is also named "people skills", that will be useful in his/her future life. In order to make a child stop being nervous, a teacher should create a comfortable atmosphere (as much as possible within the classroom) and persuade a child, that everything is all right and his/her shyness is baseless.

- Fear of spontaneous communication. Many students said that they were scared about talking to a native speaker, when they were at school. In addition, approximately half of them still has such a fear.

Every reason we have mentioned above was just opinions of the students. Now we would like to enumerate some objective reasons:

- Lack of necessary knowledge in grammar. It is rather difficult for pupils of the secondary school to understand the tense forms organization in English. We have the different one in our native language, so there should be more practice with it.

- Lack of vocabulary. A pupil can understand everything a teacher says, but he/she cannot express his/her opinion or answer questions, because of low level lexical skills development. It should not consist of only common words. There should be English idioms, simple and complex phrases, communicative expressions that will help pupils understand native speaker's speech much more easily, and informal conversations will become their favourite activity.

Therefore, we have analyzed the reasons of fear while speaking English as a foreign language. We have pointed out subjective and objective ones. The next step in our further research will be working out the methods of overcoming the mentioned reasons.

TEACHING COMPLIMENTS IN THE FOREIGN LANGUAGE CLASSROOM

Natalia Romanchuk, student

Luis Perea, English Language Fellow, Lecturer of Applied Linguistics and ESL
V. O. Shukhomlinsky National University of Mykolaiv

Introduction

According to the comparative study on the pragmatics of compliments between Ukrainian and American speakers conducted in 2017-2018, a speech act of compliment may sometimes lead to misunderstandings and false interpretation. In the following article we are focusing on practical advice for teaching compliments in the foreign language classroom, which will add to the conducted theoretical study. The present study also attempts to correspond to the current trends in the Ukrainian system of education, and the New Ukrainian School in particular.

Manes (1983) defines compliments as those speech acts which have the reflection and expression of cultural values because of their nature as judgments, over expressions of approval or admiration of another's work, appearance or taste.

In this context a speech act may be defined as the basic or minimal unit of linguistic communication (Searle, 1969, p.16) oriented to success (real sincere communication).

According to Wierbicka (1991), pragmatics is the study of linguistic interaction between people. In Thomas' (p. 92) conception, pragmatic competence is the ability to use language successfully in order to achieve a specific purpose and to understand language in context. Pragmatic failure is defined by Thomas (1983) as the occurrence when a L1 speaker perceives the purpose of a L2 utterance as other than the L2 speaker intended. Thomas (1983) distinguishes two kinds of pragmatic failure: pragmlinguistic (when language learners translate an utterance from their native language to the target language, but they fail to get their meaning across because of the difference of the communicative conventions) and sociopragmatic (it is about knowing what to say and to whom to say it to; it also refers to the social conditions, gender, and intimacy of relationship).

Accordingly, while teaching English compliments, a tutor should consider the following two aspects: teaching compliments itself and acknowledging the pragmatics of the speech act peculiar to Ukrainian and American speakers. The pragmatics behind the produced compliment comprises tone employed, specific use of different parts of speech, frequency of giving compliments, attributes praised in the compliments, and relationship between compliment giver and receiver.

Here are some general useful tips for enriching the background knowledge of second language learners:

- Tone of the compliment may differ in the two languages, i.e. American English compliments (98 %) are more sincere than the Interlanguage ones (96,5 %). 97,6% compliments in Ukrainian are sincere. There is approximately equal percentage (2-2,4%) of sarcastic compliments in the two languages. Ukrainian males are more likely to produce sarcastic compliments, while Ukrainian and American women equally produce and receive sincere compliments.

- As for the parts of speech, native American and Ukrainian speakers use approximately the same number of adjectives (14-15,7 %) and verbs (6,4-6,6 %) in the compliments they produce. However, the only difference is that Ukrainians use more adverbs (11,4 %) comparing to Americans (2 %).

- Obviously, Ukrainians produce compliments in English rather rarely. In order to sound naturally in an English-speaking society, Ukrainian's frequency of compliment producing should be increased from 8 days 18 hours to 2 days and 10 hours.

- Among American English speakers it is appropriate to praise such attributes as appearance (*body/clothes*), traits/personality/physical abilities/intelligence (*talented, active, friendly, hard-working, cool, funny, cheerful, nice, sincere, positive, brave, sociable, artistic, sense of humor, taking difficulties easy*), skill/work (*job well done, good meal or taste, skill/effort*), personal property (*cell phone, outfit, perfume*), other (*house decorating, photo in social network/blog post, attention/presence*).

- Relationship between compliment giver and receiver in the USA are rather peculiar: women frequently complement their female friends and acquaintances; men are more likely to compliment their female friends than women do vice versa; males almost never complement each other, however they tend to complement female strangers. Another tendency among Americans is to complement their coworkers.

Methodology

The abovementioned points may be used as a part of awareness-raising tasks for upper-intermediate level of English acquisition. Teacher may present the statements above and ask pupils to comment on them:

- to retell the most interesting/surprising facts;
- to recollect their experience of producing or receiving compliments and analyze it according to the results of the study;

- to say if there are any stereotypes about giving and receiving compliments in their native language;
- to compare their image of compliment act in a foreign language with the statistics above.

If a teacher finds it necessary to revise the statistics, the following exercise may be applied: make your pupils work in pairs and play a “2 False 1 True” game. One of the pupils should produce 3 statements, two of which are true and one is false. The other pupil should say which statement is false and explain why.

The comparative study revealed that according to the criteria of a syntactical structure there are both similarities and differences between English compliments produced by Ukrainians (Interlanguage) and Americans.

If we take Ukrainian educational system, the following recommendations are to be adapted to the goals, principles and requirements of the so-called New Ukrainian School. The priorities of this innovative teaching system in Ukraine are social and communicative competence, critical thinking, collaboration and others.

The recommended teaching techniques for primary school pupils include: interactive exercises during the warming-up in the beginning of the lesson. Compliments are given to others to make them feel better about themselves. At the beginning of the lesson ask pupils how they are feeling that day. If someone says he/she is feeling badly, ask others how they can support their classmate with the help of giving compliments to that person. Moreover, instead of just greeting pupils, a teacher may ask pupils to say something kind/sweet/pleasant to each other. At this stage the teacher may choose several simple syntactical patterns, common for a native and a foreign language:

- **ADJ+NP** (*Great job!*)
- **PRO+BE+ADJ** (*You're awesome; You will be successful*)
- **INTENSIFIER/ADJ + COMPLEMENT** (*Very good. Really beautiful.*)

The first and foremost way for children to learn is observation. Ask your middle school pupils to observe and document compliments in TV shows, Youtube videos, Vines or Instagram posts. Make them share their findings during the lesson and ask them to learn several compliments they find the most useful or extraordinary.

Involve your pupils in a group discussion and generate a list of praise/approving words (adjectives). The following table includes the most common (76,3 %) American English adjectives in compliments:

1. Good / the best	5. Awesome	9. Pretty
2. Great	6. Amazing	10. Handsome
3. Nice	7. Cute	11. Smart
4. Beautiful	8. Wonderful	

Introduce the following compliment formulas:

- **POSS ADJ+N+BE+ADJ/COMPLEMENT** (*Your hair is so cool. Your home is lovely. What a great apartment*)

- **DEM ADJ + BE + ADJ/NP** (*That's a nice shirt. That was in insightful answer.*)

- **INTERJ+INTENSIFIER+COMPLEMENT**(*Thanks so much for your very kind words! Thank you for sharing nicely with your sister*)

- **INTERJECTION+NP** (*Bravo, my intellectual friend! Thanks friend*)

Give pupils the opportunity to practice their skills during the following activity: pupils take one of the flash cards with a briefly explained life situation on it; ask them to think whether it is appropriate to make a compliment and which exact compliment to make.

A teacher may also develop his/her pupils' creative thinking by asking them to imagine some unreal life situations and try to produce compliments if something unusual/outstanding happens to them.

Making up a dialogue is a great idea for homework or a project because pupils not only use compliments but also apply them to the life situations.

As high school pupils are involved in different sociocultural relations, we find it necessary to include some dialogues/ role plays/ case study into the learning process. Basically, in the high school we will be modeling real-life situations. Giving and receiving compliments is an example of a social skill here.

Discuss with your pupils how many compliments they give or receive in one day. Think of the cases when you make compliments. Role-play some common situations where a compliment might be a good idea.

The following formulas are specific to the English language and rather rare among the Ukrainian speakers, so they require special attention:

- **PRO/NP + LOOK + ADJ + COMPLEMENT** (*You look beautiful today. You look really professional in that outfit.*)

- **I+like/love+NP** (*I really like your neighborhood! I love the color of your hair!*)

- **PRO+HAVE+ADJ+NP** (*You have a good memory. You have perfect marketing skills*)

- **IMPERATIVE VERB+COMPLEMENT** (*Great job, keep up the good work! Keep posting the amazing photographs! Look at you!!!*)

- **IDIOMATIC EXPRESSION** (*Way to go! Congrats.*)

- **QUESTION+COMPLEMENT**(*Can you try not to be so awesome, you are making the rest of us look bad*)

Conclusions

Language is nowadays considered to be rather one of the means of communication rather than a learning objective. A speech act of compliment is an integral part of social life and emotional communication, which is successful only if pragmatic failure doesn't take place. As stated before, the main goal of teaching compliments in a Ukrainian foreign language classroom is to avoid misunderstandings and to use and understand the correct ways of complimenting in English.

The most challenging part of foreign compliments acquisition is learning some specific syntactic formulas. We consider the patterns (structures) that American English speakers use to realize a compliment in comparison with those used the most by Ukrainian speakers. Based on that study, we have given some recommendations for pupils of different age according to the requirements of the New Ukrainian School.

The prospects for the further study are the ways to teach pupils how to react to the received compliment and the ways to assess the pupils' progress during the learning process.

References:

1. Manes, J., 1983. Compliments: A mirror of cultural values. In N. Wolfson and E. Judd (Eds.), *Sociolinguistics and Language Acquisition* (pp. 82-95). Rowley, MA: Newbury House.
2. Manes, J., 1983. Compliments: A mirror of cultural values. In N. Wolfson and E. Judd (Eds.), *Sociolinguistics and Language Acquisition* (pp. 82-95). Rowley, MA: Newbury House.
3. Perea, L. (1999). *What a Catch!: A Comparative Study Between Mexican Spanish and American English Compliments*. Puebla: Benemerita Universidad Autonoma de Puebla.
4. Perea, Luis, Solodka, Anzhelika, Romanchuk, Natalia "Interlanguage Versus Nativeness: A Comparative Study of the Pragmatics of Compliments between Ukrainian and American Speakers" – the materials of the International conference «Teaching and Learning Languages in the 21st Century: linguistic, educational and cultural aspects» (2018, Vilnius, Lithuania)
5. Perea-Hernandez, Jose Luis, Romanchuk, Natalia, Oganessian, Zoya, Kushnirenko, Svitlana *У тебе добре серце! : A comparative study of compliment expressions between native speakers of English, Russian, & Ukrainian. (Викладання англійської мови в Україні: нові шляхи до успіху : тези доповідей (англ. мовою) / Укл. А. Раду ; ред. А. Раду, Л. Кузнецова. – Львів: ПП "Марусич", 2018. – С.151–155.)*
6. Searle, J. (1969). *Speech Acts: An Essay in the Philosophy of Language* / J. Searle // Cambridge University Press.
7. Wierzbicka, A. (1991). *Cross-cultural Pragmatics: The Semantics of Human Interaction* / A. Wierzbicka. – Issue 53, Vol 53 of *Trends in Linguistics: Studies and Monographs*. Walter de Gruyter, 2003.

UDC 81.811.111

LEXICAL ASPECTS OF SPANISH BORROWINGS IN AMERICAN SLANG

Yuliia Shovkopliias, PhD student
Zaporizhzhia National University

Language is enriched as a result of the development of ambiguity of words, the constant creation of new lexemes and borrowing of lexical units. The borrowing process reflects linguistic contacts that arise as a result of communicating between

native speakers and Spanish speakers. In the XXI century, we can see a dynamic expansion of the penetration of Spanish borrowings into English as a result of the development of social networks as a means of mass communication, tourism, immigration of the Spanish population to the USA, etc. Spanish borrowings form a striking part of the American slang, which is increasingly expanding due to the growth of social, cultural and political status of Latin Americans in the United States. This influence is evident in an increasingly penetrating use of the Spanish language, which affects the linguistic patterns of Americans through borrowings used in slang. Interestingly, the use of these borrowings is not limited to the language of the Latin American immigrants or their descendants, but it is common among larger social groups.

Latin Americans are eight in the population of Spanish descent living in the United States and accounted for 1.4% of the US population (data for 2011). About 93% of Spanish population at the age of 5 and older speak English, the remaining 7% speak English less, so when the speakers lack basic vocabulary in English, they use their native language (Spanish). The Spanish-speaking group is the youngest among the US population, the average age of Latin Americans is 34, and the average age of the US population is 37. This age group actively communicates in social networks using slang [1, p. 1]. Modern English slang is 10-20% of the average American vocabulary. [2, p. 22]. Borrowing is a bright and noticeable part of the slang.

ZHOU Li-na, the Associate Professor at the China Youth University of Political Sciences, on the basis of research *Loan Words in Modern English and Their Features* (2016), came to the conclusion that Spanish borrowing in the English language comes from three sources: 1) the speech of Spanish and Mexican cowboys; 2) the speech of merchants; 3) the names of products that do not have English equivalents.

The author names Spanish borrowings: *fajitas, taco, ancho, tortilla, chipotle, habanero, maquiladora, palapa, sinsemilla, telenovela, tomatillo, tonto, savvy, silo, bonanza plaza, salsa, fiesta, avocado, burrito, bizarre, bravo, guerrilla, chili*. The researcher states that after borrowing, many Spanish words have gained narrower meaning than in the original language [3, p. 211]: salsa [salsa] f 1. Sauce. 2. (music, dance) salsa (Span.) and salsa (music, dance) Salsa (Engl.).

The process of borrowing Spanish lexical units is caused by the intralinguistic factors (the need to designate new concepts and realities), the daily language contacts of Latin Americans and Americans. From Spanish, speakers borrow some separate words, mostly exoticisms, more rarely – phrases (idioms) and sentences. According to their structure, Spanish borrowings can be divided into three groups:

1) simple structures consist of one component (word), forming the most numerous group. For example, the noun **bonanza**, meaning the state of well-being and prosperity, gained this name after a famous series in the Western genre, in which everything ended joyfully, and the mood was quite happy (*Oh, you should have come, it was a beach bunny **bonanza**, bikinis everywhere you look. oh boy!*)

2) complex structures consist of two components (phrases). For example, the verb **Nada Tostada** (*Spanish*: Nada para celebrar) has the meaning of "Nothing to celebrate" in English (There is nothing going on over here on my side of town. – *Bro, what are you up to? – Nada Tostada Homie!*)

3) compound by structure (sentences) consist of three or more components. For example, the idiom **salir de las llamas y caer en las brasas** has the meaning of "jump out of the frying pan and into the fire" (*There is a variant, practically identical, which is salir de las llamas y caer en las brasas.*).

The semantic features of borrowings appear in gradual assimilation of Spanish lexemes from calques (morpheme-by-morpheme translation of the word) to their phonetic and grammatical adaptation and the formation of new words in the recipient language: *mach-ism-o* → *mach-in-ation*, *mach-in-ery*.

Spanish borrowings, which are used in American slang, originate from the area of everyday life of US emigrants. Consequently, the semantic features of Spanish borrowings are common in the use of lexemes from the area of everyday life:

a) the names of people by gender: **cholo** (a teenage boy who is a member of a street gang), **cabana boy** (a male attendant who serves the guests of a hotel or a large private estate, operating from nearby cabaña, often on a beach), **mujeriego** (womanizer), **cabana girl** (same as "cabana boy", but girl).

b) common names of people: **latingo**, **palamino**, **politico**.

c) names of food: **Quesadillagasm**, **Butterilla**, **Sandino**, **Taco fiesta**.

d) words with an abstract meaning: **Ponchomania**, **Gacho-bad**, **Sombrero Fever**. Borrowings from the Spanish have significant expressiveness, since they mark oral speech, reinforcing the identification of emotions, feelings of the speakers, with the help of emotionally colored linguistic means (exclamations, colloquialisms, epithets, idioms).

It should be noted that morphological calques, idioms, words-exoticisms need further research. Spanish borrowings are fully justified and necessary, they enrich the lexical composition of the recipient language.

References:

1. Brown A., & Patten E. (June 19, 2013). Hispanics of Spanish Origin in the United States, 2011 / A. Brown & E. Patten // Pew Research Center Hispanic Trends, pp. 1–4. <http://www.pewresearch.org/wp-content/uploads/sites/5/2013/06/SpansiardFactsheet.pdf> [in English].
2. Hlushchuk N. (2013). Linguo-pragmatics of modern english-speaking slang: origins, classificative and semantic features / N. Hlushchuk // Bulletin of the Lviv University. – Series Foreign Languages. – Is. 21. – pp. 22–36 [in Ukrainian].
3. Zhou Li-na (March 2016). Loan Words in Modern English and Their Features / Li-na Zhou // Bulletin of the China Youth University of Political Studies, Beijing, China Sino-US English Teaching. – Vol. 13. – No. 3. – pp. 209–212 [in English].

LEARNING ENGLISH: HOW TO DO IT EASILY

Kateryna Stechenko, student

Svitlana Smolina, Associate Professor, PhD (Pedagogical Sciences), Research Advisor

T. H. Shevchenko National University "Chernihiv Colehium"

Nowadays, when more and more people see themselves as citizens of the world, to know at least one foreign language is especially important. In Sweden, for example, most well-educated people can read and speak four or five foreign languages.

Some people learn languages because they need them for their work, others – to be able to travel abroad. For some it is just a hobby.

Knowledge of foreign languages gives us access to other cultures through personal contacts, books, magazines, newspapers, movies, TV, Internet etc.

The lack of knowledge of foreign languages can lead to misunderstanding. By the way, learning foreign languages gives a lot of advantages. While learning a foreign language you know more about history and culture of a nation, you broaden your horizons and train your memory. Moreover, use the opportunities provided by modern technologies of learning languages: Internet, TV, Dictaphone etc.

It took me several years to pick up the basics of learning English. Therefore, I have a little experience in this case. At first, I had some difficulties, but then I created my own system of learning English. There are some tips on how to do it easily:

1. Mainly, all you need is to stop being lazy. A lot of people complain about the lack of time or they don't have the opportunity to learn English. That's not true. If you really want it, you will find the ways to reach this goal.

2. One more important thing: don't be afraid to make mistakes. Be confident. People can only correct your mistakes when they hear you make them. In addition, you can communicate with native speakers. It will help you to become more fluent.

3. Then, write a short list of phrases that motivate you to learn English. For example:

- Learn a foreign language if you want to do much better than just get by.
- If you make an investment in your learning, it will pay off immediately and for the rest of your life.
- If you become fluent in English, you will keep up with the bilingual high flyers.

4. Set right priorities; pay attention to the things that worry you most of all. If you learn all aspects of the language (reading and listening, speaking and writing, grammar, vocabulary and pronunciation), your level will quickly take off. You will improve your accent if you do pronunciation work every day.

5. Don't hesitate to ask for help. If you don't understand something, you've got to ask someone. Ask your teacher, classmates or friends for help.

6. Also, you can learn English with your friends. It's really cool! The spirit of competition will motivate you to do more.

7. Finally, use different additional resources such as watching films, reading books, listening to music, playing games in the language you are learning. It's very useful.

To sum up, I would like to say learning a foreign language is not an easy thing. It is a long and slow process that takes a lot of time and efforts.

Foreign languages are socially demanded especially at the present time when the progress in science and technology has led to an explosion of knowledge and has contributed to an overflow of information. Foreign languages are necessary as the main and most efficient means of information exchange of the people of our planet.

MOTIVATION IN ENGLISH LANGUAGE LEARNING

Alisa Strelnikova, Senior Teacher

O. M. Beketov National University of Urban Economy in Kharkiv

Motivation refers to an intention, plan or psychological impulses which provoke a so-called action or suppress a person's actions. Motivation is the underlying cause which make people act or inhibit some action and that is a direct driving force to promote the action. Obviously, motivation is a group of crucial factors which excite behavior and lead the directions in developing learners' autonomy. Learners should first strengthen the motivation to study autonomously and improve their learning ability. Motivation is the subjective intention of learners when they do learning activities and the inner strength to promote learners' study. Teachers should create a good learning atmosphere and environment to inspire students to correctly understand the social needs and expectations and to create conditions to help students' self-direct and self-position, in order to stimulate students' correct motivation to learn. Secondly, to foster interests in learning. If students want to be active and creative in learning, they should cultivate great interests in their learning. English learning motive may be simply viewed as the reason of learning English. From the angle of educational psychology, the reason of learning English is two: one is the material stimulation of surface layer, for instance, a diploma, a good job, a higher salary, etc. The other is the material stimulation of deep layer, for instance, interest, increasing knowledge, etc. The former is called "surface motive", and the latter is called "deep motive". Researches show that different motives will lead to different learning methods. Logically speaking, surface motive does not endure longer than deep motive. However, nonmaterial stimulation usually has no limit. For instance, the increase of knowledge is endless [1].

Some surveys show that the reason why students learn English often does not come from one motive. It is more universal that people have two motives simultaneously (surface motive and deep motive). But if we analyze their motives in details, we will find that there must be at least one reason which takes a leading position.

Following are some research-based strategies for motivating students to learn [2].

- Become a role model for student interest. Deliver your presentations with energy and enthusiasm. As a display of your motivation, your passion motivates your students. Make the course personal, showing why you are interested in the material.

- Get to know your students. You will be able to better tailor your instruction to the students' concerns and backgrounds, and your personal interest in them will inspire their personal loyalty to you. Display a strong interest in students' learning and a faith in their abilities.

- Use examples freely. Many students want to be shown why a concept or technique is useful before they want to study it further. Inform students about how your course prepares students for future opportunities.

- Use a variety of student-active teaching activities. These activities directly engage students in the material and give them opportunities to achieve a level of mastery.

- Teach by discovery. Students find as satisfying as reasoning through a problem and discovering the underlying principle on their own.

- Cooperative learning activities are particularly effective as they also provide positive social pressure.

- Set realistic performance goals and help students achieve them by encouraging them to set their own reasonable goals. Design assignments that are appropriately challenging in view of the experience and aptitude of the class.

- Place appropriate emphasis on testing and grading. Tests should be a means of showing what students have mastered, not what they have not. Avoid grading on the curve and give everyone the opportunity to achieve the highest standard and grades.

- Be free with praise and constructive in criticism. Negative comments should pertain to particular performances, not the performer. Offer nonjudgmental feedback on students' work, stress opportunities to improve, look for ways to stimulate advancement, and avoid dividing students into sheep and goats.

- Give students as much control over their own education as possible. Let students choose paper and project topics that interest them. Assess them in a variety of ways (tests, papers, projects, presentations, etc.) to give students more control over how they show their understanding to you.

It is necessary to take into consideration what students' attitudes towards the subject are, what their perceived challenges are, and what they would consider as helpful for them to learn the language. In summary, it is important to consider what their needs and interests are. In this way, we as teachers can make our lessons more

of a science than a hit or miss attempt at education, and certainly, more enjoyable for our students.

References:

1. <http://www.cscanada.net/index.php/css/article/viewFile/j.css.1923669720130906.C768/5448>
2. <https://wp0.vanderbilt.edu/cft/guides-sub-pages/motivating-students/>

IWD AS ONE OF THE MOST EFFECTIVE METHODS OF TEACHING FOREIGN LANGUAGE

Daria Strokan, student

Olha Semenova, Senior Teacher, PhD (Pedagogics), Research Advisor
Kryvyi Rih State Pedagogical University

With the development of technological process, there is a growing need for innovative teaching technologies in higher education institutions. One of the most successful ways in learning foreign languages is known as innovative techniques. Among its successes can be counted a new level of awareness and appreciation for the power of innovative techniques as means of both engaging students and developing their reading, writing, listening and speaking skills. As future English teachers, we are usually on the lookout for new and interesting ways to stimulate our language learners. When students enjoy class activities, they learn more. New and different activities “out of norm” can also effect positively on the students’ language improvement. Here are the top ten innovations for teachers, in no particular order. It will be digital platforms, online corpora, online CPD (continuous professional development) and the global staffroom, mobile learning and BYOD (bring your own device), communicating with people online, online authentic materials, the IWB (interactive white board), Dogme (or materials-light teaching).

In my opinion, one of the most effective and interesting ways to activate the students' learning process is to use the board method. Interactive whiteboard (IWB) is a large interactive whiteboard. It can be either a separate touch screen computer used independently for tasks and operations or a connected device used as a touchpad to control computers from the projector. They are used in various institutions, including classes at all levels of education, corporate meeting rooms and working groups, in training rooms for professional coaching, in broadcasting studios, and others. In some classes, interactive whiteboards replaced traditional boards or flipcharts, or video / multimedia systems such as a combination of DVD players and TVs. By combining the classroom response with the interactive whiteboard system, teachers can submit materials and receive feedback from students in order to manage the training or conduct official assessments more effectively. For example, a student can both solve a puzzle with mathematical

concepts on an interactive whiteboard, and later demonstrate his knowledge about the test, which is carried out through the system response in the class. Some responses in the classroom can organize and develop activities and tests that meet the requirements of state standards. There are many advantages to using this method: the interactive electronic whiteboard is great for demonstrations. In the survey, many technology teachers and specialists reported enthusiasm for the board in staff development or computer class to show students how to use a particular application; the interactive electronic whiteboard is a colorful tool; the board can accommodate different learning styles; all ages of students respond favorably to board use; distance learning is an excellent setting for interactive whiteboard use.

This teaching technique effectively develops students' creative abilities, allows them to organize the educational process systematically, assists the teacher in verifying the studied material. Interactive whiteboards promote collaboration among students and group discussion and participation. They can be an effective tool for brainstorming due to the fact that notes can be taken on the board and saved to be shared and distributed to students later.

Unfortunately, not every educational institution can equip classes and audiences with such boards, because the budget does not allow such expenses. Therefore, in my opinion, the state itself should ensure that every institution that trains qualified specialists can provide their audience with interactive whiteboards.

So, I still believe that the whiteboard method, although not very common in our country, however, is one of the most effective innovative methods of teaching English at higher education institutions, which will allow to deepen knowledge, improve skills, to be interested in studying this subject, create the right conditions for a comfortable study of new material.

It is naive to believe that in the era of innovative technologies, the use of such a method is inappropriate, because the world is changing, therefore, the approaches to teaching should change with it. Do not be afraid to take a step towards a new one!

References:

1. Dostal Jiri. Reflections on the Use of Interactive Whiteboards in Instruction in International Context / Jiri Dostal // *The New Educational Review*. – 2011. – P. 205–220.

KHARKIV PERIOD IN LIFETIME OF FR. YAKIV KRAVCHUK

Daniil Topchii, student

Helena Dyakova, assistant professor

G. S. Skovoroda Kharkiv National Pedagogical University

One of the most controversial figures of Ukrainian nationalism is a priest, Yakov Kravchuk. His biography attracted the attention of the following Ukrainian researches: V. Borschevych, D. Vedeneyev, O. Riznychenko, A. Smirnov.

Yakov Afanasiovych Kravchuk was born on the 9th of October, 1905 in Dubno in Rivne province. At that time this territory was a part of Poland. In 1937 Yakov Kravchuk graduated from a prestigious university for theology in Paris. According to his words, Kravchuk was not a member of Organization of Ukrainian Nationalists, however, he shared the opinions of Andrei Melnik's disciples and collaborated with them.

Shortly before the invasion of the Soviet Union and during the hostilities, Nazis were enticing Ukrainian nationalists to their arrays. At the beginning of July, 1941 Yakov Afanasiovych received an offer to join the sonderkommando-204, which was formed in Helm, Poland. The distinctive feature on sonderkommandos was double governance: of German officers and leaders of the OUN.

The chief of the sonderkommando-204 was captain Hans Ferbeck. Chiefs of the departments were Ukrainian nationalists, appointed by the leaders of OUN. Thus, Yakiv headed the department of religion. It should be pointed out here, that he was blessed for this job by Father Ilarion (Ivan Ogienko).

The task of sonderkommandos was to help Nazis to establish their own regime, known in history as 'New Order'. Moreover, they had to propagandize nationalism and to form nationalistic centres all around the occupied territory of Ukraine.

Approximately in mid-June 1941 the sonderkommando left en route "Volodymyr-Volynskiy, Lutsk, Dubno, Kremenets', Yampol', Shepetovka, Zhytomyr, Kyiv, Kharkiv"

The team arrived at Kharkiv couple days later after it had been occupied by the Nazis and started helping the Nazis to form local government immediately. Yakov Kravchuk dealt with religious affairs. He took part in formation of the department of religion in Kharkiv City Council, conducted a registration of clergy, opened churches. Sources prove that in his religious and political views fr. Yakiv supported the views of archpriest V. Lypkivskiy about forming the UAOC. Kravchuk even provoked conflicts between the metropolitan of Kharkiv Feofil Buldovskiy and so-called Lypkivkiy's priesthood.

Of course, Members of the OUN organized their centers in the city. Thus, they formed the initiatory groups for recruiting the ones who wanted to join the OUN. There were semi-conspiratorial meetings, conducted by another arrived nationalist B. Konyk. At those meetings guests were introduced to the tasks, program and the charter of the OUN. After that, attendants were put on the lists of members of the OUN. There were not any written applications, the oral consent was sufficient. Later these attendants swore allegiance to the OUN. This happened in December, 1941 in the Shevchenko theatre. The participants ranked in two lines in the foyer and Yakov Kravchuk was wearing canonicals and holding the cross and the prayer book. He delivered a nationalistic sermon. After the sermon he invoked the attendants to take the oath. Yakov Kravchuk read the text of the oath and everyone was repeating after him. After the oath, Yakov asked the participants to kiss the cross.

Besides, Ukrainian nationalists, especially Yakov Kravchuk were helping the Nazis to recruit local citizens and prisoners of war to fight in the soviet non-occupied territories of the USSR. Yakov Afanasiovych personally visited concentration camps, transit points where he agitated the prisoners of war to study in the special school of Abver to carry out the diversion in the nearest rears of the Red Army. While being a personal translator for the commander of the sonderkommando H. Ferbeck, Yakov Kravchuk took part in forming the lists of people who had decided to go over to the Nazis. In addition to that, he conducted a political training among the students of Abver's school, looked after the order and transferred prepared groups to the soviet rears.

Due to the attack of the Red Army, Yakov Kravchuk left and has never returned to Kharkiv. He did not make a good impression among the citizens of Kharkiv which met him in person. He was considered as an adventurer and an unpleasant person.

There might be a question about what methods and approaches should people use while practicing and do their best in English. There are different approaches to the solution of the problem. We would like to share with our observations and about our experiment how to adopt to English without communication environment. There are some tips to do it. Firstly, the essential thing to do is name all things in your mind and pronounce them in English which you see and come across. You could find these words and phrases in dictionaries and use it everyday, until it comes habitual and common for you. It is a good way to learn basic words and phrases for usage in conversations or small talks. One more thing is the communication by Skype and other technologies with native speakers. Also, It is useful to attend meetings, which are connected with a practice of English. Therefore, due to these methods, it will give a lot of benefits as for your overall development. You will feel yourself comfortable in your country and overseas, because you will have a valuable experience.

From our point of view, we use English on everyday basis in all your interests, hobby, it will be excellent to adopt to a language and consider it in the future like the second native language, which will become a part of your heart. You will feel yourself freely and excited about how many things are opened in front of you. Furthermore, all your skills and knowledge of a language will rise and gradually you will fall into the culture of it. There is the saying, which we adore: "A different language is a different vision of life" by Federico Fellini. We absolutely agree with this statement. Consequently, it is also the approach to find out more about the nation of this language and how people think, their views on life, behavior, mentality, which also help you significantly to overcome a language barrier.

To sum up, a language barrier is possible to overcome with practice, surround yourself with an ambience of English as we suggest above. English is a key, which open a door with a lot of possibilities which will help you to reach your aims, goals and dreams.

INTERPERSONAL COMMUNICATION IN ENGLISH CLASSROOM

Asya Vasylyshyna, English language teacher, specialized school № 114, Kharkiv
Ksenia Nesterenko, PhD (Linguistics), Associate Professor
Yaroslav Mudry National Law University

Nowadays the important task of the system of education is to teach the students of all levels and age groups the interaction and interpersonal communication and present the teaching material interactively achieving the goals of successful communication. A lot of factors should be considered with this: the students' basic level of English, individual psychology of each student, teacher's ability to choose the methods, to raise the students' interest, to involve them into interaction. Interpersonal communication means that the students do not study individually, but decide the learning tasks together with the others, leading, assisting, finding the solutions and involving the others into the learning process. Unofficial character, easiness, spontaneity, freedom of personal expression, communicative compatibility is the characteristics of interpersonal communication.

According to the theory of communication this process should include the communicative situation, the participants and the channel. During the classes the teacher encourages the students to speak English and facilitates to realize their communicative acts with the language means available for them. If the communicative act is successful and the goals of a particular act are achieved it becomes the stimulus for further speaking skills mastering.

Modern language teaching methodologies offer to use different everyday situations to stimulate the students to speak English. These are modeled typical situations which use typical structured phrases and utterances to help the students to express themselves by the means of a foreign language and to be understood by the other participants of the communicative act. Thus, "Introducing a person", "Asking the way", "Doing shopping" are the examples of such situations that are commonly applied as at the University classes or at schools [1].

There are such types of communication – individual, group and public. The type of suggested communication should be considered while choosing the methods of teaching speaking. If it is individual communication, then two people interact. It's easier for the teacher to help the interacting students and to evaluate their ability to use necessary phrases, speaking formulas and other means of expressing themselves including the non-verbal communication. [2].

In group communication there are several participants. Each of them is expected to express him/herself on a suggested topic. The teacher can appoint a moderator in each group, but sometimes it is better when the students take turns in the initiative of speaking. In group communication, interpersonal communication between the participants is established easier, and the students reveal their psychological features. Some of them are active speakers, but some of them can be shy and can even keep silence. The interaction for such students at first can be in passive form – they just listen but not speak.

Public communication presupposes a number of participants, one of them is usually the speaker and the rest are the listeners and discussion participants. The communicative role of the speaker is usually given to the participants by the teacher while the roles of discussion participants are assumed by the students themselves. During the discussion the students behave unofficially are free in choosing the language means. Their utterances are spontaneous and unprepared, and in this way they can gain confidence in speaking, listen to others and analyze their mistakes. In addition they also learn to interact and keep to the rules of discussion.

Free conversation (or chat) is the most typical form of interpersonal communication organized in the classroom. It aims to establish contact, mutual understanding and emotional impact on the others. The topics of conversation may be different depending on the theme studied, the program, the level of English, etc.

Free conversations can be held at school or at the university levels. Usually there should not be special stimulus from the part of the teacher to start a conversation. As a rule, the students themselves are full of the ideas what to discuss. But considering the real lack of academic time for learning the topics, the teacher should professionally direct the choice of the topic according to the program.

Thus, the teacher's role in organizing the interpersonal communication in the English classroom is to create in students a motivated need in speaking English, to make the students realize this need, to be concentrated on what to say instead of how to say something.

References:

1. URL: <https://asyavasy1.blogspot.com/>
2. Nesterenko K. V. Non-Verbal Communication and How It Is Worth Considering in English Classroom / K. V. Nesterenko // Іноземні мови у вищій освіті: лінгвістичні, психолого-педагогічні та методичні перспективи. Матеріали IV Всеукраїнської науково-практичної Інтернет конференції з міжнародною участю. Харків: НЮУ імені Ярослава Мудрого, 20 лютого 2019. – С. 338–342.
<http://nauka.nlu.edu.ua/wp-content/uploads/2015/04/>)

EDUCATION OF SUSTAINABLE DEVELOPMENT – NETHERLANDS EXPERIENCE

Brugt Warnar, Director of NGO “Foundation on Permanent Education”
(Netherland)

Over the past years, sustainable development has gained priority on political and social agendas. ‘Sustainable development requires a coherent approach of the development of economy, society, and careful husbandry of Mother Nature. Sustainable development also applies to long-term developments, and the ways we anticipate these and act upon their anticipation. Many social issues require a

sustainable approach, leading to specific challenges for each particular policy effort. With the interpretation of the policy programme, the government revealed its ambition to take a big step on the road to sustainable development. An innovative economy, a high quality of the living environment, social participation and cohesion, a well-functioning constitutional state and government, both in the Netherlands and abroad, together form the pillars of sustainable development. The government will carefully monitor this cohesion during the implementation of the policy programme and will periodically report the achieve

The term Sustainable Development officially stands for 'a development in which the needs of present generations are met, while leaving the possibilities intact for future generations to meet their own needs'. Three important concepts are stated: People, Planet and Profit - in short, the three Ps.

Sustainability in development grows as there is a growing balance between the ecological, economic and social effects of human conduct. For students and pupils, this especially concerns their connection with the world that immediately surrounds them; the world in which they live, learn, work and interact - their living environment.

The pupils' living environment comprises their school, their home, and their leisure locations. A living environment is all that surrounds people. These environments concern nature (plant and animal life, geology, weather and climate, cycles - in a word: Planet) and culture, both material and immaterial, i.e. all the value added by people (buildings, infrastructure, agriculture, fields and forestry - in a word: Profit). And in this relationship between man and his living environment, the environment affects man, and man affects the environment. And, of course, man affects man (People). The management of this living environment requires the willingness to take responsibility and to act in a righteous and fair manner.

A vision on Learning for Sustainable Development Children occupy their own position in present society and are the bearers of the future one. Both inside and outside of school, they learn to actively contribute to a sustainable future in which they will be able to live and work. Education is partly responsible for the realisation of a sustainable society. The function of education is to teach people the basic knowledge, skills and attitudes with which to be able to look ahead, make responsible choices, and come up with sustainable solutions.

Over the past two decades, Learning for Sustainable Development has become deeply ingrained in a number of other educations, such as citizenship education, world orientation, development education, environmental education, health education, intercultural education, and peace education. It stimulates children in their development and their orientation in a complex world. In addition to this socialising function, it also contributes to the pedagogical function of education by asking ethical-philosophical questions. Leading up to Learning for Sustainable Development, the Netherlands is fortunate in that Environmental education have always received urdent attention. The link between Environmental education and - especially - basic education seems an obvious one. During the first few years of primary education, the child's orientation on the world around him is

basal, small-scale, and close-by. These young children are oriented upon, surprised by, care for and experience natural and environmental issues close to home and these aspects need to form the basis for lessons in world orientation. As the children's perception of the environment grows and becomes more complex, these lessons can be scaled up to include a wider world view. However, children are also a part of their living environment: they see and hear what is going on around them, on television and in real life. They view a world that is far away and become interested in it. Therefore, a second starting point may be Citizenship Education. Education is meant to prepare people for active participation in society.

Sustainable Development offers youngsters the opportunity to focus upon their future roles as world citizens. Sustainable Development is not possible without the engagement and participation of the population, including youngsters. Learning for Sustainable Development and Citizenship Education share important basic principles.

In fact, one follows from the other. The legal status of Citizenship Education (in schools) seems a logical step in the direction of a broader acceptance of Learning for Sustainable Development. In addition, both traditional and new subject areas, such as Nature, Life and Technology (NLT) and philosophy, offer starting points for Learning for Sustainable Development. This development from the more traditional Environmental education to Learning for Sustainable Development is expressed quite clearly in the domain description for pupils aged 10 - 14, published by CITO, the Dutch Central Institute for Test Development. It describes four basic insights, which together point at the developing content of the concept of Sustainable Development :

1. the organisation of nature, of which man is an inextricable part;
2. the increasing and sometimes excessive use of natural resources by man;
3. the principle of equitable distribution of earthly goods among all people;
4. the combination of the three previous basic insights, which leads to learning for sustainable development.

References:

1. Europese Commissie, (2005) Approaching sustainability from a cultural and Human rights perspective, Brussels/
2. Bron, J. (2006) Een basis voor burgerschap. (A basis for citizenship.) Enschede, SLO http://www.schoolnet.ca/learning/teacher/index_en.html
3. Kerr, D. & Nelson, J. (2006). Active citizenship in INCA countries: definitions, policies, practices and outcomes. Final report. London: QCA & NFER.

WAS IST DIALETIK? GESCHICHTLICHE ANFÄNGE

Dmytro Yurchenko, Lektor, Sprachberater

Charkiwer Nationalen O. M. Beketow Universität für Stadtwirtschaft

Dialektik ist ein uneinheitlich gebrauchter Ausdruck der westlichen Philosophie. Das Wort Dialektik ist abgeleitet von griechisch διαλεκτική (τέχνη), dialektiké (téchne) = ‚Kunst der Unterredung‘; gleichbedeutend mit lateinisch (ars) dialectica = ‚(Kunst der) Gesprächsführung‘ (vgl. auch Dialog). Seit dem 18. Jahrhundert setzte sich eine weitere Verwendung des Worts durch: Die Lehre von den Gegensätzen in den Dingen bzw. den Begriffen sowie die Auffindung und Aufhebung dieser Gegensätze. Rein schematisch kann Dialektik in diesem neueren Sinn vereinfachend als ein Diskurs beschrieben werden, in dem einer These als bestehende Auffassung oder Überlieferung ein Aufzeigen von Problemen und Widersprüchen als Antithese gegenübergestellt wird, woraus sich eine Lösung oder ein neues Verständnis als Synthese ergibt.

Dieses aus der Antike bekannte klassische Instrument der Rhetorik wird als Mittel zur methodischen Wahrheitsfindung benutzt, um Gegensätze zwischen Begriff und Gegenstand, Gegensätze zwischen den Diskussionsteilnehmern oder reale Gegensätze in der Natur oder der Gesellschaft zu analysieren und zu beschreiben. Eingesetzt wird dieses rhetorische methodische Stil- und Analysemittel vor allem in der Diskussion, in der philosophischen Schrift oder auch im kabarettistischen Monolog.

Bei Hegel ist die Dialektik die der Metaphysik entgegengesetzte Methode der Erkenntnis, zugleich die innere Gesetzmäßigkeit der Selbstbewegung des Denkens und der Selbstbewegung der Wirklichkeit [8].

Im Dialektischen Materialismus ist die Dialektik die Wissenschaft von den allgemeinsten Bewegungs- und Entwicklungsgesetzen der Natur, der Gesellschaft und des Denkens [6].

Die Diskussion der Gegenwart ist von der Hegelschen Interpretation des Begriffes (vereinfacht: Prinzip These-Antithese-Synthese) und deren Modifizierung durch Karl Marx und der Kritik an diesen Positionen geprägt. Nach dem Selbstverständnis der Dialektiker erfasse die dialektische Theorie durch die dialektische Methode eine angenommene „Dialektik der Wirklichkeit“, welche dem systematischen und deduktiven Denken verborgen bleiben müsse, was bedeutet, dass analytisches Denken Dialektik nicht verstehen könne. Die analytische Philosophie hat dies mit dem Vorwurf der Unwissenschaftlichkeit und des Mystizismus beantwortet [4].

Etymologie

Das Wort „Dialektik“ hat seinen Ursprung in der frühgriechischen Alltagssprache und weist auf die beiden zugrunde liegenden Wortbestandteile dia und légein zurück, die selbst eine Vielzahl von Bedeutungen haben. Das Wort dia

wird einerseits als Präposition gebraucht und hat dann die Bedeutung von durch, hindurch und vermittelt. Andererseits kann es auch als Adverb im Sinne von auseinander und entzwei verwendet werden.

Das Wort *légein* ist ein Verb. Es hatte zunächst einen ganz konkreten, praktischen Sinn; denn es bedeutete ursprünglich (ein)sammeln, (auf)lesen oder zusammenlegen (z. B. von verstreut liegenden Holzzweigen oder Steinen). In dieser Grundbedeutung stimmt das griechische *légein* sowohl mit dem lateinischen Verb *legere* als auch mit dem deutschen Wort *lesen* überein. Alle drei Verben sind wortverwandt und bezeichneten primär die manuelle Tätigkeit des Sammelns, welche aber zunehmend als zielgerichtetes Aussuchen von Gegenständen begriffen wurde. Demnach hatte das Verb *légein* auch die Bedeutung von aussuchen, auswählen und auslesen. Später wurde es im übertragenden Wortsinn gebraucht, um geistige Akte zu bezeichnen. Es erhielt dann die Bedeutung von (auf)zählen, darlegen, erklären, aber auch rechnen und lesen („einen Text lesen“ heißt ursprünglich: Buchstaben zusammenfassen und auslegen).

Diese Bedeutungen des Verbs *légein* übertrugen sich auf das von ihm abgeleitete Substantiv *logos*, welches einerseits Wort, Rede und Satz, andererseits aber auch Rechnung, Begründung, Gesetzmäßigkeit und Vernünftigkeit bedeutete. Von dem Ausdruck *logos* ist auch das Wort *Logik* als Bezeichnung für die Lehre vom folgerichtigen (gesetzmäßigen) Denken hergeleitet. Bei der Zusammensetzung der Wörter *dia* und *légein* entstand das Verb *dialégein*, also wörtlich: durch-lesen, welches nach dem bisher Besprochenen ursprünglich auch eine Tätigkeit bezeichnete, wie wir sie uns heute z. B. bei der Beeren(aus)lese vorstellen: es ist ein prüfendes, nach „gut“ und „schlecht“ sortierendes, auswählendes Sammeln [5].

Antike

In der antiken Philosophie wird mit dem Begriff "Dialektik" eine Methode oder Disziplin bezeichnet um Wissen zu erwerben oder zu überprüfen. Zunächst und zumeist wird dabei von einer Frage-Antwort-Situation ausgegangen. Argumente sind Fragen in einer Gesprächssituation oder werden als in einer Gesprächssituation befindlich aufgefasst. Der Argumentationsfortschritt ergibt sich allein dadurch, dass die vom Fragenden ausgesagten Prämissen vom Antwortenden bejaht oder verneint werden (oder als bejaht oder verneint gedacht werden). Nach Aristoteles soll der Erfinder der Dialektik Zenon von Elea gewesen sein.

Platon

Zum ersten Mal findet sich der Terminus "Dialektik" bei Platon. Platons Dialektikbegriff ist vieldeutig: In den frühen Dialogen ist Dialektik eine argumentative Form der Gesprächsführung: Sokrates stellt unter der Verwendung des *Elenchos* eine ungeprüfte Meinung eines Proponenten auf den Kopf bzw. widerlegt sie. Oft enden diese Gespräche in einer *Aporie*, d.h. nach dem dialektischen Gespräch ist nur bewiesen, dass die alte These zu verwerfen ist, aber eine neue ist dadurch (noch) nicht gefunden.

Aristoteles

Von Aristoteles liegt die erste schriftlich ausgearbeitete Dialektik vor, die sich in seiner *Topik* findet. Dialektik ist eine methodische Argumentationsanleitung, die

er folgendermaßen beschreibt: „ein Verfahren, aufgrund dessen wir in der Lage sein werden, über jedes vorgelegte Problem aus anerkannten Meinungen (endoxa) zu deduzieren und, wenn wir selbst ein Argument vertreten, nichts Widersprüchliches zu sagen“ [7].

Hellenistische Philosophie

Die megarische Schule wurde als „dialektisch“ bezeichnet, da sie sich dadurch besonders auszeichnete logische Probleme sowie Trugschlüsse zu behandeln. Teilweise wurde das dortige Vorgehen auch „eristisch“ genannt.

Die skeptisch geprägte Akademie des Arkesilaos fasste Dialektik auf als ein Verfahren, jede These, jede Behauptung von Wissen mit einem Argument für die gegenteilige These zu entkräften.

Nach stoischem Sprachgebrauch ist Dialektik (neben der Rhetorik) ein Teil der (im weiteren Sinne als heute verstandenen) stoischen „Logik“. Sie wird (vermutlich durch Chrysipp) definiert als: „Wissenschaft von dem, was wahr, von dem, was falsch, und von dem, was keins von beiden ist“[1]. Die Dialektik ist damit das Instrument des Stoikers zur Unterscheidung wahrer und falscher Vorstellungen und umfasst dabei insbesondere auch die stoische Erkenntnistheorie. Die Gliederung der stoischen Dialektik in ein Gebiet „Über die Stimme“ und „Über das Bezeichnete“ zeigt jedoch, dass auch andere heutige Disziplinen wie Phonetik, Semantik, Sprachphilosophie und Stilistik unter sie fallen.

Der Dialektikbegriff im Mittelalter

Die aristotelische Unterscheidung zwischen Analytik und Dialektik ist im Mittelalter vielfach übersehen worden, so dass bis ins 16. Jahrhundert hinein die gesamte Logik ohne Unterschied als „Dialektik“ bezeichnet wurde. In diesem Sinne stand sie auch in einem scharfen Gegensatz zum religiösen Glauben. Erst im 17. Jahrhundert haben die Philosophen in Anlehnung an Aristoteles wieder zwischen einer „beweiskräftigen“ Analytik und der „bloß wahrscheinlich richtige Folgerungen herleitenden“ Dialektik unterschieden.

Teil der scholastischen Methode des Mittelalters war die Dialektik als Kunst des Disputierens, die auch eine der sieben freien Künste war. Diese dialektische Redekunst fand ihren hervorragenden Ausdruck in den Quaestiones und den scholastischen Summen.

Neuzeit

Die transzendente Dialektik bei Kant

Kant entwickelte eine transzendente Dialektik: Sie beginnt mit einer Logik des Scheins. Das sind die erklärbaren - aber nicht auflösbaren - kosmologischen Widersprüche, in die sich die reine Vernunft verwickelt, wenn sie nach dem Übersinnlichen fragt: Was war vor dem Anfang der Welt? usw. Diese natürliche Dialektik wird kritisch einer transzendentalen Vernunftkritik unterzogen, mit der die "endlosen Streitigkeiten der Metaphysik" beendet werden sollen.

Zwischen Kant und Hegel

Das Verständnis der Dialektik bei Kant bezeichneten einige spätere Philosophen als abgeschlossen, z. B. Schopenhauer. Andere hingegen gingen davon aus, dass Kants Auffassung der Dialektik noch fehlerhaft gewesen sei und

weiterentwickelt werden muss. So entstanden die dialektischen Ansätze von Serol, Fichte und Schelling, bevor es zur besonders wirkungsmächtigen hegelschen Dialektik kam.

Hegel und die Folgen

Die Dialektik ist nach Hegel die Anstrengung des denkenden Subjekts, über sich selbst hinauszugehen [2]. Der Verstand, das endliche Subjekt, setzt eine These [3].

Die dialektische Vernunft entäußert sich, indem eine Antithese sich der ursprünglichen Setzung als Objekt gegenüberstellt und damit verneint. Es entsteht so ein Widerspruch. Die begrifflichen Gegensätze wie Subjekt und Objekt (Subjekt-Objekt-Spaltung), Endlichkeit und Unendlichkeit widersprechen und negieren einander [9].

Materialistische Dialektik

Karl Marx übernimmt die Dialektik Hegels, stellt sie vom Kopf (Hegelscher Idealismus) auf die Füße (Marx'scher Materialismus) und verwendet sie als materialistische Theorie und Methode zur Kritik der politischen Ökonomie. Es beginnt die Arbeit (Marxismus) an einem wissenschaftlichen Sozialismus.

Die gesellschaftliche Wirklichkeit ist nunmehr die Basis für den „Gang der Sache selbst“. Nicht die Entwicklung der Begriffe oder des Geistes sind die Bestimmung der Wirklichkeit, sondern die faktische Befriedigung der ökonomisch benennbaren Bedürfnisse.

Gegenwart

Dialektiker der Frankfurter Schule

Als Hauptwerk der Frankfurter Schule gilt die von Max Horkheimer und Theodor W. Adorno verfasste Essay-Sammlung Dialektik der Aufklärung.

Adorno entwickelte eine Negative Dialektik. Es geht um eine Kritik am theoretischen Abschluss der Philosophie zu einem System. Philosophiehistorische Grundüberlegungen sind ein gesellschaftskritisches Korrelat.

Nach Horkheimers und Adornos Tod wurden vor allem Jürgen Habermas, Karl-Otto Apel und Oskar Negt für die Frankfurter Schule repräsentativ. In dieser Jüngerer Kritischen Theorie wurde eine Diskursethik ausgearbeitet.

Literaturverzeichnis:

1. Theodor W. Adorno und Max Horkheimer: Dialektik der Aufklärung / W. Theodor // Philosophische Fragmente. 275 Seiten. Fischer, Frankfurt am Main, 1969.
3. Theodor W. Adorno: Drei Studien zu Hegel / W. Theodor. – Frankfurt am Main, 1963.
4. Theodor W. Adorno: Negative Dialektik / W. Theodor– Frankfurt am Main, 1966.
5. Bubner R. : Zur Sache der Dialektik / R. Bubner. – Stuttgart, 1980.
6. Bubner R. : Dialektik als Topik / R. Bubner. – Frankfurt, 1990.
5. Georg Klaus. Manfred Buhr (Herausg.): Marxistisch-Leninistisches Wörterbuch der Philosophie, Rowohlt, Hamburg, 1972.
7. Halfwassen J. : Der Aufstieg zum Einen. Untersuchungen zu Platon und Plotin / J. Halfwassen. – Stuttgart, 1992 (Beiträge zur Altertumskunde, Bd 9).
8. Kosing, A. : Marxistisches Wörterbuch der Philosophie. – Verlag am Park, Berlin. – 2015.

IMPORTANCE OF METACOGNITIVE SKILLS DEVELOPMENT FOR LANGUAGE LEARNING

Olga Zelinska, Associate Professor, PhD (Linguistics)
Yaroslav Mudryi National Law University

Nowadays students belong to the generation that labeled as ‘digital natives’ or ‘the Net generation’ and ‘Google generation’ highlighting the role of technologies and Internet networks in defining their lifestyles, studies and development. Most of them are active learners who prefer looking for information on their own besides listening to readymade lectures and who use laptops, tablets or smartphones and the keyboards more often than traditional pens and copybooks [3]. Active learning means that learners take increasing responsibility for their learning, and that teachers are becoming enablers and activators of learning, rather than lecturers or deliverers of ideas.

The informational abyss is at their fingertips, and that is a fundamental change in the way young people communicate, socialize, create and learn. The Internet has reshaped the way they search for information and the way they think. But all young people face the same problem how to navigate that vastness by building knowledge and understanding in response to learning opportunities provided by their teachers.

Young people have to learn how to plan and approach the learning tasks, which skills and strategies to apply for problem solving, how to monitor their own comprehension of the materials, how to perform self-assessing and self-correcting in response to the self-assessment, evaluating progress toward the completion of a task. These skills are vital in new educational environment and belong to metacognitive skills which are essential for lifelong learning.

Metacognitive skills are defined as strategies applied consciously or automatically during learning, cognitive activity, and communication to manipulate cognitive processes before, during, or after a cognitive activity. Examples are executive function processes such as verbal mediation, self-regulation, planning, judgment, and self-monitoring” []. Application of metacognitive skills allows students to be aware of their beliefs, attitudes, and experiences; to relate those internal states to the external environment and events in order to construct meaning from information; to infer the mental states of others (theory of mind); and to draw implications about the motives and intentions of others. Metacognitive skills contribute to the communicative competence during interaction with one or more communication partners through pragmatics, or the social use of language [2].

Despite the complicated sounding name, metacognition is fast becoming one of the most common topics being discussed by teachers. Research suggests that

helping students develop [metacognitive strategies](#) is one of the most efficient and effective ways to help the students make progress.

Metacognition is defined as “[cognition](#) about cognition”, “[thinking](#) about thinking”, “[knowing](#) about knowing”, becoming “aware of one’s [awareness](#)” and higher-order thinking skills. The term comes from the root word [meta](#), meaning “beyond” [1]. Metacognition can take many forms; it includes knowledge about when and how to use particular strategies for learning or problem-solving. Its purpose is to guide instructors in incorporating activities and discussions that will help learners understand how they learn, their strengths and their needs, and to better understand the learning process, increase their autonomy and motivation.

The ability to understand and analyze students’ own learning provides more opportunities for learning languages. Like technology skills, learners’ metacognitive abilities are rarely aligned exactly with their language skills levels. Students have to be aware what they do or do not know and how to overcome the gaps in their knowledge. The teacher’s task is to help students set their goals which should be [both challenging and realistic](#), short and long term ones, focusing more on skill development and considering potential obstacles.

Metacognition helps students evaluate thinking and use of strategies when they need to develop their language skills. Students need to focus their attention on learning the language and recognize what thought processes they experience while learning. What they need to do to widen their vocabulary, what steps to make to succeed in communication, how to overcome the barrier and start speaking. How do they choose what strategies to use? What works and what does not work? Metacognitive skills allow learners to plan, control, and evaluate the process. Therefore the teachers’ role is to assist in every step of planning, exercising self-control and evaluation of the outcomes.

References:

1. Metcalfe, J., & Shimamura, A. P. (1994). *Metacognition: knowing about knowing*. Cambridge, MA: MIT Press. / Retrieved from: [https://www.google.com/search?q=Metcalfe%2C+J.%2C+%26+Shimamura%2C+A.+P.+\(1994\).](https://www.google.com/search?q=Metcalfe%2C+J.%2C+%26+Shimamura%2C+A.+P.+(1994).)
2. Patterson Janet, Metacognitive Skills / Retrieved from: https://link.springer.com/referenceworkentry/10.1007%2F978-0-387-79948-3_897
3. Prensky Marc, Digital Natives, Digital Immigrants / Retrieved from: <https://www.emeraldinsight.com/doi/abs/10.1108/10748120110424816>

USING TV COMMERCIALS AT ESL/EFL CLASSROOM

Svitlana Zubenko, Associate Professor, PhD (Philology)
O. M. Beketov National University of Urban Economy

Using TV commercials in the ESL classroom could bring a number of benefits to language teachers and stimulate the interest to study foreign language

among the students. Also, the commercials are quite short, lasting only 30-50 seconds, which makes them ideal to use in the class. Moreover, TV commercials are also catchy and designed to be entertaining. Have you ever found yourself repeating a song or phrase from a TV commercial?

However, TV commercials are not only catchy and entertaining, but represent repetitive and current spoken English written by and for native speakers and provide a rich source of vocabulary in memorable context and images (e.g. air conditioner, four-wheel car, shampoo). Moreover designed for native speakers they help students to cross the bridge between the “classroom language” and “real world language” exposing students to slang, different language registers, pronunciation patterns and can be viewed as a great window into American culture. According to Alfred Smith “Television commercials provide students with a picture of the sociocultural context of the language they are studying. The products advertised on television provide clues to what is important to a society. U.S. commercials present a portrait of a society ... A 1992 commercial for Cascade dishwasher detergent opens the door to a discussion of US values related to family and children...” [1]. Americans can also use commercial slogans in their daily lives to evaluate a set of circumstances. “Counselors advise students to “Be all that you can be!” (from a commercial made by the U.S. Army to recruit young soldiers). In response to such questions as “How’s your old car?” people might reply, “It just keeps going and going...” (from a TV advertisement for Energizer batteries)”[1].

Previewing activities are intended to prepare students for understanding the commercial. They are designed to activate students' schema, or background knowledge, and create interest in the viewing and post viewing activities that follow. As a previewing activity a mute watching of the commercial could be suggested. This activity will stimulate students’ speaking and critical thinking skills to get as much information about the product as possible, make associations, describe the setting and characters, draw conclusions, predict.

While viewing it is important to pay attention to the content, vocabulary, pronunciation, grammar, cultural theme. Filling in the blanks in the script of the commercial can reinforce vocabulary and stimulate listening skills.

Post viewing activities are aimed at the development of speaking skills. Students are asked to dramatize the commercial, copy the pronunciation and intonation patterns.

Furthermore, small groups of learners could be encouraged to produce their own scripts for commercials, then film it and show to the class for evaluation. Pay attention to the cross-cultural differences to demonstrate how Ukrainians would ‘sell’ the same product on TV.

TV commercials are created in many different English speaking countries making it possible for students to have exposure to a variety of Englishes. Thus, by using TV commercials from a variety of different locations including the UK, USA, Australia, etc., language teachers can introduce different accents, dialects, and indeed different Englishes, and thereby allow their students to expand their

listening abilities, which provide much more current listening materials than in listening textbooks.

The television commercial is a great resource for ESL teachers and students. Authentic content, short episodes, and the combination of words and visual images make commercials the ideal source for innovative, fun, and meaningful classroom activities.

References:

1. Smith, A. & Rawley, L. A. (1997). Using TV Commercials to Teach Listening and Critical Thinking / A. Smith & L. A. Rawley // *The Journal of the Imagination in Language Learning and Teaching*. Vol.4. Retrieved from the web March 13, 2019. <http://www.njcu.edu/cill/vol4/smith-rawley.html>

THE COMMERCIAL CONCESSION AGREEMENT (FRANCHISING)

Marta Huk, student

Leonid Tarasenko, Associate Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

Even if the term "franchising" is unfamiliar to most consumers, they are familiar with the results of franchising. The most widely known results of franchising appear to be fast-food restaurants such as McDONALD'S or cosmetics retail shops such as YVES ROCHER.

So, what should we understand under this definition? Why has franchising become so popular in recent years? What is the greatest advantage of franchising agreement? I will try to give answers to these questions.

Although different definitions could be proposed, franchising may be described as an arrangement whereby one person (the franchisor), who has developed a system for conducting a particular business, allows another person (the franchisee) to use that system in accordance with the prescriptions of the franchisor.

To give the gist of it, such an example can be given: you have a restaurant, which has become popular among people due to the different factors, such as: methods of preparing food that produce a product of consistent quality, good siting of the restaurant, the design of employees' uniforms, the design of the buildings and billboards, etc. So, being so successful, you can impart your knowledge to franchisees to assist them in developing a new business in exchange for a financial benefit.

Business transactions can take a variety of forms; franchising arrangements are only one of them. In order to understand what a franchising arrangement is, it may be useful to compare it with some familiar agreements, such as retail sales agreements and standard licence arrangements.

Retail sales arrangements are governed by the traditional principles of civil and commercial law, such as contract law. The manufacturer or distributor makes a profit by selling his products to the retailer at a sufficiently high price.

The standard licence arrangement is one under which one person (the licensor), who is the owner of a right to prevent other persons from commercially exploiting or using certain intellectual creations (e.g., inventions, designs) or distinctive signs (e.g., marks, trade names), agrees not to exercise that right against a given person (the licensee) in exchange for a fee, and perhaps also subject to the licensor's control of such commercial exploitation or use.

Analyzing these, we come up to the conclusion that there are some distinguishing features among them: in a retail sales arrangement, the manufacturer and the distributor are usually independent of each other. In a standard licencing arrangement and in a franchising arrangement, the parties are independent but have a close working relationship defined by the terms of the licence agreement and franchise agreement, respectively. The income of each party is dependent on the combined efforts of both parties. The more successful the licensee's or franchisee's business becomes, the greater is the income for both parties.

In a retail sales arrangement, the seller does not exercise control over the manner in which the goods are sold by the buyer to the end user. In a licence arrangement that gives the licensee consent to use the licensor's mark, the owner of the mark will normally exercise some sort of control. Specifically with respect to a franchise arrangement, the franchisor will supervise not only the manner in which specific rights are used by the franchisee, but also prescribe the manner in which the fundamental aspects of the franchised system are managed.

In order to perceive more clearly the potential of franchising, a brief description of certain basic types of franchises is useful. Categorizing franchises on the basis of their function yields three principal types: processing franchises, distribution franchises and service franchises.

Processing Franchises: In a processing franchise, sometimes called a "manufacturing" franchise, the franchisor supplies an essential ingredient or technical knowledge to a processor or manufacturer. The franchisor will grant the franchisee authorization to manufacture and sell products under the marks of the franchisor.

Service Franchises: in a service franchise, the franchisor develops a certain service which is to be rendered by the franchisee, under the terms of the franchise agreement, to his customers. An example of a service franchise would be one involving the provision of automobile tuning or repair services, or the provision of credit card services.

Distribution Franchises: in a distribution franchise, the franchisor (or someone else on his behalf) manufactures the product and sells it to the franchisees. The franchisees then sell the products to customers, under the franchisor's trademark, in their own geographical areas. For example, the distribution of automobile fuel, cosmetics or consumer electronics can be carried out under franchises.

Once, the sides decided to enter into a contract, they should prescribe accurately provisions of it in order to prevent themselves from breaching of contract by another party. The typical provisions in a franchise agreement include: the rights and obligations of franchisor/ franchisee, miscellaneous provisions which deals with the possibility of the agreement being breached or terminated as well as its term and the means of renewal.

So, all in all, franchising agreement is profitable to both parties: for franchisee it is a chance of operating a successful business, even with no previous experience of running it, whilst for a franchisor it is a good way to get a financial benefit.

References:

1. Антошкіна В. К. Проблеми правового регулювання договору франчайзингу / В. К. Антошкіна, Г. В. Ключко // Вісник донецького національного університету, сер. В : економіка і право. – Вип. 2. – Т. 2. – 2010. – С. 549–553.
2. Паніна Ю. С. Правове регулювання договору франчайзингу в Європейському Союзі та Україні: дис. ... канд. юрид. наук / Ю. С. Паніна. – Ужгород, 2017. – 264 с.
3. Сидоров Я. О. Становлення інституту комерційної концесії в Україні (цивільно-правовий аспект): дис... канд. юрид. наук: 12.00.03 / Сидоров Я. О. – Національний ун-т внутрішніх справ. – Харків, 2004.
4. Українсько-англійський словник правничої термінології / [уклад. Л. В. Мисик]. – Київ, 1999. – 523 с.

CONCEPT, SIGNS AND MEANINGS OF THE MENTAL ELEMENT IN CRIME

Yaroslav Nackonechnyi, student

Natalia Zhidinak, Assistant Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

When committing a crime in the mind of the criminal, certain psychological processes occur – the person evaluates his or her actions, in one way or another, anticipates its consequences, is guided by certain motives, tries to reach the corresponding goal. It is named a mental element. The purpose of the research is to investigate the topic and to explain the main features of subjective aspect in Ukraine.

The mental element in crime creates a psychological, that is, the subjective content of the crime, therefore, is its internal, in comparison with the objective, side. The subjective aspect of the crime is the internal aspect of the crime, that is, the psychic activity of the person, reflecting the attitude of his consciousness and will to the socially dangerous act that she is committing, and to its consequences. The meaning of the mental element is that, due to its correct definition: a) the proper qualification of the act is carried out and its separation from other crimes;

b) establishes the degree of social danger of the act and the person who committed it; c) individualization of the punishment of the offender is carried out, the question of the possibility of his release from criminal responsibility and punishment is solved, as well.

The content of the subjective part of the crime characterizes certain legal features. Such signs are the guilt, the motive and the purpose committing of the crime. They are closely linked, but their maintenance and meaning in each case of committing a crime are different. The final motivated conclusion regarding the features of the mental element of the crime in many cases can be made only by fully establishing all the circumstances of the crime. The guilt of a person is a basic, obligatory feature of any crime, it determines the existence of the mental element and, to a large extent, its meaning. According to the law, guilt may come out in the form of intent or inaction. In turn, the intent is divided into direct intention and eventual recklessness, and inaction is divided into criminal self-confidence and criminal negligence. Depending on the form of guilt, the crimes are divided into intentional and careless. Some crimes can be committed intentionally or carelessly. The absence of guilt excludes the mental element and thereby the composition of the crime. The Plenary Session of the Supreme Court of Ukraine pays special attention to the study of guilt in criminal cases. However, in many crimes, the subjective aspect needs to establish the motive and purpose, which are its optional features. They have the meaning of obligatory signs only in those cases when they are named in the disposition of the law as mandatory signs of a particular crime. The particular qualities of some compositions of crimes determine the necessity to find out the emotions that a person feels when committing a socially dangerous act. They differ in their character, content, time of occurrence.

Most of them are outside the mental element of the crime, because they don't affect the formation of its features at all (repentance in the perpetrator, fear of punishment, etc.) or their influence is so small that it does not have a substantial infraction in the formation of the motive for committing in the minds of a person about motive of committing crime (sympathy, pity, etc.). However, some of them give the law a sign of the mental element.

Thus, under Articles 116 and 123 of the Criminal Code, the state of intense emotional excitement plays an essential role in shaping the motive for committing such crimes and is part of the content of the subjective aspect. The establishment of all signs of the subjective side is the final stage in the statement of the crime as the sole reason for criminal liability.

Therefore, finding out the mental element is important. First, it acts as a mandatory element of any crime, and its presence or absence makes it possible to distinguish between a criminal offense and a non-criminal one. For example, there is no crime in accordance with Art. 286 of the Criminal Code, in case of innocent infliction of even grave consequences that occurred as a result of a traffic accident or in the event of an act of negligence, if liability for it was established by law only in the presence of intent. Thus, the absence of intentional guilt excludes criminal responsibility for a knowingly false declaration of committing an offence (Article

383) or knowingly false testimony (Article 384). Secondly, the mental element significantly affects the qualification of crimes and allows to distinguish between identical offences on objective grounds, for example, a deliberate murder (Article 115) from murder through negligence (Article 119). Third, the content of the subjective aspect significantly affects the degree of gravity of the crime, the degree of social danger the person of the subject and, thus, the appointment of punishment.

In Article 62 of the Constitution of Ukraine an important principle is fixed according to which criminal responsibility only occurs when it is proved guilty of a person in committing a crime. This constitutional provision has been embodied in the Criminal Code of Ukraine. A person is considered to be innocent in committing a crime and can not be subjected to criminal punishment until his/her guilt is proved in a lawful manner and established by a conviction of a court (Part 2 of Article 2 of the Criminal Code).

Legislative consolidation of this provision is an important guarantee of legality in the activities of law enforcement bodies and the court. Provisions of Art. 2 of the CC found their further consolidation in Art. 23, where for the first time in our legislation a general definition of the concept of guilt is given, and in articles 24 and 25, which define the notion of intent and negligence and call their kinds. More details of the features of the subjective side are specified in the norms of the Special Part of the Criminal Code. This testifies to the inadmissibility in our right of objective attitude for guilt, that is, the responsibility of a person for a socially dangerous act committed and its consequences without guilt. Thus, the Ukrainian legislation fixes the forms of guilt and points out that their particular manifestation is possible only in the commission of a socially dangerous act. Consequently, the guilt is not only a mandatory sign of the subjective side, but also a prerequisite for criminal responsibility and punishment.

To sum up, the mental element is one of the most important concept in Ukrainian criminal law. Furthermore, it is an obligatory reason of criminal responsibility.

References:

1. Науково-практичний коментар Кримінального кодексу України / А. М. Бойко, Л. П. Брич, В. К. Гришук, О. О. Дудоров та ін. ; за ред. М. І. Мельника, М. І. Хавронюка. – [7-е вид., переробл. та доповн.]. – Київ : Юридична думка, 2010.
2. Прохоренко А. Г. Суб'єктивна сторона злочину. Завдання студентам юридичного факультету для практичних занять і матеріали для їх підготовки / А. Г. Прохоренко. – Львів : юридичний факультет Львівського національного університету імені Івана Франка, 2004.
3. Кримінальне право України: Загальна частина: Підручник для студ. юрид. вищ. навч. закладів / [Ю. В. Баулін та ін.]; за ред. В. В. Сташиса, В. Я. Тація ; М-во освіти і науки України. Нац. юрид. акад. України ім. Я. Мудрого. – Харків : Право, 2010.
4. Мусик Леся Василівна. Українсько-англійський словник правничої термінології / Л. В. Мусик. – М. : Юрінком Інтер, 1999.

CUSTODY OVER CHILDREN

Diana Shakula, student

Dyakovych M., Assistant Professor (Law), Research Advisor

Natalia Hrynya, Associate Professor, Language Consultant

Lviv National University after Ivan Franko

A custodial parent is a parent who is given physical or legal custody of child by court order. A child-custody determination means a judgment, decree, or other order of a court providing for the legal custody, physical custody, or visitation with respect to a child.

Legal custody of a child means having the right and the obligation to make decisions about a child's upbringing. The custody is extended to a child under the age of fourteen. The custody, care is granted by the Custody and Care Authority, as well as by court. Parents with legal custody can make decisions about the child's schooling, religious upbringing and medical care. Furthermore, there are some injunctions for custodians provided with Ukrainian civil law. Without the guardianship and trusteeship body's approval, the guardian shall not be entitled to waive the ward's property right, provide written obligations on behalf of the ward, enter into agreement that are subject to the notary witness and / or state registration including agreements on partitioning or exchange of dwelling house and apartment, enter into agreements on other valuable property.

The norms that regulates legal relations in this sphere are enshrined in the current legislation of Ukraine, namely: in Chapter 19. Chapter "Custody and Care of Children" of the Family Code of Ukraine, in Chapter 6 "Guardianship and Trusteeship" of the Civil CODE of Ukraine, in the different Laws of Ukraine: the Law of Ukraine "On Protection of Childhood" and the Law of Ukraine "On Provision of Organizational and Legal Conditions for Social Protection of Orphans and Children without Parental Care" and other regulations of Ukraine.

Custody of children is established if the parents are dead, unknown, recognized in court by the missing or dead person. Custody can also be established during the life of parents in some cases.

Under the Family Code of Ukraine a person that has attained the full age and is legally capable may be custodian, caretaker of the child upon consent of the latter. When appointing a custodian or caretaker for a child, the Custody and Care Authority takes into consideration personal identity of the person, his/her ability to bring up a child, his/her attitude towards children, as well as the wish of the child himself/herself. A person that abuses alcohol, drugs, a person deprived of parental rights, as well as a person whose interests are incompatible with the interests of the child may not be a custodian.

If a child permanently lives in a child care center or health institution, functions of the custodian and caretaker in respect of the child are performed by the administration of these institutions.

The custodian, caretaker shall bring up the child, care about his/her health, physical, mental, and spiritual development, as well as ensure that the child obtains full general secondary education. A custodian, caretaker has the right to determine, at his own discretion, ways in which the child should be educated, taking into account the child's views and recommendations given by the Custody and Care Authority. A custodian, caretaker has the right to demand that the child should be returned back from any person that keeps him/her against law or judicial decision.

A custodian, caretaker may not obstruct communication of the child with his/her parents and other relatives unless such a communication is contrary to the interests of the child.

Custody over children shall be terminated if a child is returned to parents (adoptive parents) or if the ward attains fourteen years. In this case the person who performed guardian's duties shall become a trustee without special decision thereon. Guardianship shall also be terminated in case of the restoration of legal capability of a natural person recognized as legally incapable.

In conclusion, it should be said that the institution of custody is a very important part of national law that should be regulated in a proper way because it comes to children which should be protected as well as it is possible.

References:

1. Конституція України, прийнята на V сесії Верховної Ради України 28.06.1996 р. // Відомості Верховної Ради України. – 1996. – № 30. – Ст. 141.
2. Конвенція ООН «Про права дитини» від 20.11.89 р. – Київ : Укр. прав. фундація. Вид-во Право, 1995.
3. Декларація ООН «Про соціальні та правові принципи стосовно захисту і благополуччя дітей, особливо при передачі дітей та їх усиновленні на національному та міжнародному рівні» // Права людини і професійні стандарти для юристів в документах міжнародних організацій. – Київ : Укр. амер. Бюро захисту прав людини, 1996. – С. 82.
4. Сімейний кодекс України від 10.01.2002 р. // Відомості Верховної Ради України. – 2002. – № 21–22. – Ст. 80–135.
5. Ромовська З. В. Сімейний кодекс України: науково-практичний коментар / З. В. Ромовська. – Київ : Видавничий Дім "Ін Юре", 2003. – 523с.
6. Закон України "Про охорону дитинства" від 26.04.2001 р. // Відомості Верховної Ради України. – 2002. – № 10. – ст. 70.
7. Сучасний англо-український юридичний словник : понад 75 тис. англ. термінів і стійких словосполучень / уклад. : Л. В. Мисик, І. В. Савка ; за наук. ред. В. Т. Нора ; Львів. нац. ун-т ім. Івана Франка. – Київ : Ін Юре, 2018. – 1352 с.

CONTENS

SECTION 1

CONTEMPORARY ISSUES OF DEMOCRATIC SOCIETY DEVELOPMENT. DEMOCRACY THROUGH LAW

Yurii Barda, Iryna Veres, Natalya Hrynya INVALIDATION OF THE TESTAMENT.....	3
Yaryna Biletska, Borys Tyshchyk, Lily Kuznetsova ANCIENT CHINA: SOCIAL ORDER, POLITICAL SYSTEM, LAW.....	4
Kostiantyn Bilous ,Vyatcheslav Komarov, Olga Zelinska THE LEGAL NATURE OF THE CIVIL PROCESS IN THE EVIDENCE OF EUGENE VASKOVSKY'S SCENARIOUS REVIEW.....	8
Serhii Broyakov, Alexander Golovashevich, Olga Zelinska INDIVIDUAL TAX CONSULTATION AND ITS EFFECT ON TAXPAYERS RIGHTS.....	10
Daria Bykanova, Iryna Avdieienko DOMESTIC VIOLENCE AS GRAVE VIOLATION OF HUMAN RIGHTS.....	12
Andriy Chaiko, Andryi Scholyk, Natalia Hrynya ADMINISTRATIVE PROCEDURE IN THE FIELD OF PUBLIC PROCUREMENT.....	14
Victoria Chernyavska, Galyna Yanovytska, Natalia Hrynya CONTRACT FOR TRAVEL SERVICES.....	17
Violeta Deineka, Oleg Yaroshenko, Olga Zelinska LABOR CONTRACT IN THE UK AND UKRAINE.....	19
Mariia-Liliia Dobrianska, Solomiia Leskiv, Natalie Hrynya CRIMINAL RESPONSIBILITY FOR VIOLATION OF THE PROCEDURE FOR ENTERING AND LEAVING THE TEMPORARILY OCCUPIED TERRITORY IN UKRAINE.....	21
Olena Fabrykova, Iryna Veres, Natalia Hrynya LOAN AGREEMENT.....	23
Yelizaveta Filatova, Iryna Tkalia OVERCOMING PROCRASTINATION.....	25

Diana Frys, Oleksandr Kondra, Natalya Hrynya CONCLUSIONS OF THE SUPREME COURT OF UKRAINE ABOUT APPLICATION OF ARTICLE 116 “MURDER COMMITTED IN THE HEAT OF PASSION” OF THE CRIMINAL CODE OF UKRAINE.....	27
Sofiia Golobrodska, Iryna Tkalia SPECIFIC FEATURES OF NATIONAL MIGRATION IN UKRAINE.....	28
Lyubov Haba, Alla Hertz, Natalia Hrynya INNOMINATE CIVIL LAW CONTRACTS.....	31
Danyil Homutetskyi, Nazariy Stetsyk, Lily Kuznetsova, CATHOLIC-CHRISTIAN CONCEPT OF HUMAN RIGHTS.....	33
Anna Kindrat, Liliana Shevchuk, Lily Kuznetsova WESTERN UKRAINE AS A PART OF POLAND (1921-1939): LEGAL STATUS OF THE POPULATION, STATE SYSTEM, LAW.....	35
Iryna Klochnyk, Halyna Yanovytska, Natalia Hrynya COMMITMENT TO THE REPARATION CAUSED BY MUTILATION, ANOTHER INJURY OF HEALTH OR DEATH.....	40
Anastasiya Kluchnyk, Andryi Shkolyk, Natalia Hrynya NORMATIVE-LEGAL ACTS IN THE ACTIVITY OF PUBLIC ADMINISTRATION.....	43
Tatyana Kontaryova, Olga Zelinska DEMOCRATIC SOCIETY AND ITS PRINCIPLES: STRENGTHS AND WEAKNESSES OF DEMOCRACY.....	45
Kristina Kremenetsia, Olga Ryabchenko THE DRAMATIC FATE OF THE UKRAINIAN POLEMICIST GREGORY SKYBINSKY.....	46
Danylo Marunchak, Svitlana Lepeh, Natalia Hrynya CIVIL LEGAL PERSONALITY OF LEGAL ENTITY.....	48
Yaroslav Morozov, Kseniya Nesterenko DEMOCRATIC GOVERNMENT: TEMPORAL DELIMITATION.....	50
Nadia Mykytyn, Liliana Shevchuk, Lily Kuznetsova UKRAINE DURING THE TOTALITARIAN REPRESSION REGIME OF 1917-1991.....	52
Natalia Pedan, Olga Ryabchenko THE DECORATIVE-APPLIED ART OF KHARKIVSHYNA: TRENDS OF DEVELOPMENT AND CONSERVATION.....	59

Tamila Pedan, Olga Ryabchenko CONTEMPORARY ART IN THE EXPOSITION SPACES OF KHARKIV: CHALLENGES OF THE XXIST CENTURY.....	60
Solomia Pelykh, Alla Hertz, Natalia Hrynya CONCLUSION OF A CONTRACT UNDER CIVIL LEGISLATION.....	63
Inna Popovych, Lilia Kuznetsova SOLOMON'S REFORMS.....	65
Anastasiia Semenenko, Olga Ryabchenko, Kostyantyn Mishchenko LIQUIDATION OF SAFETY IN THE 20TH CENTURY OF THE 1920s.....	67
Vitaliy Shevchenko, Igor Rassoha, Olena Iliencko HENRICH ALTUNYAN: POLITICAL PATH FROM A DISSIDENT TO A PEOPLE'S DEPUTY.....	68
Anastasiya Shevchuk, Iryna Veres, Natalia Hrynya LAND LEASE AGREEMENT.....	71
Viktoriya Shpagina, Borys Tyshchyk, Lily Kuznetsova NORMAN CONQUEST OF ENGLAND. REFORMS OF WILLIAM THE CONQUEROR AND HENRY II.....	72
Oleh Stefura, Liliana Shevchuk, Lily Kuznetsova THEORIES OF THE ORIGIN OF THE EASTERN SLAVS.....	75
Illya Stetsyk, Olena Boryslavska, Lily Kuznetsova CONSTITUTIONAL STATE: ESSENCE, FEATURES, DISTRIBUTION OF THE WORLD.....	78
Marta Stupets, Galina Yanovytska, Natalie Hrynya OBLIGATION TO COMPENSATE FOR DAMAGE CAUSED TO MINORS...	81
Kateryna Syrotyuk, Oksana Hirnyk, Natalia Hrynya DISSOLUTION OF A LABOUR CONTRACT FOR THE VIOLATION OF LABOUR DISCIPLINE.....	83
Anna Tsuvina, Olga Zelinska IMPARTIALITY OF THE COURT IN TERMS OF THE RIGHT TO A FAIR TRIAL.....	85
Anastasiia Tykhonka, Oksana Hirnyk, Natalia Hrynya TRADE UNIONS AND THEIR LEGAL STATUS IN LABOUR RELATIONS.....	87
Anastasiia Tykhonka, Oksana Hirnyk, Natalia Hrynya TRADE UNIONS AND THEIR LEGAL STATUS IN LABOUR RELATIONS.....	89

Pavlo Voloshyn, Marta Kravchyk, Natalia Hrynya LEGAL ASSISTANCE AGREEMENT	91
---	----

SECTION 2

INNOVATIVE TRENDS OF MANAGEMENT AND TOURISM BUSINESS DEVELOPMENT

Anna Adamenko, Natalia G. Naumova GETTING PAST COMMUNICATIONAL BARRIERS FROM SAUDI ARABIA TO CANADA.....	94
Ivan Alexandrov, Iryna Tkalia CONVERGENCE OF CITY AND VILLAGE.....	95
Anastasia Bogdan, Natalya Naumova PRINCIPLES OF SUCCESSFUL PRESENTATIONS.....	97
Anna Boiarchuk, Natalia G. Naumova SOCIAL NETWORKING AS TOURISM PROMOTIONAL ENGINE.....	98
Farida Guliyeva, Natalia G. Naumova BALANCED ‘OPEN DOORS’ POLICY AS AZERBAIJANI TOURISM DEVELOPMENT ENGINE.....	100
Khrystyna Kalashnikova MODERN VIEW ON THE MANAGEMENT CONCEPT OF REGIONAL DEVELOPMENT.....	102
Oksana Kharchenko, Illia Pysarevskyi, Olena Iliencko REGIONAL DEVELOPMENT OF THE TOURISM INDUSTRY.....	103
Anastasia Konoval, Mariya Pokolodna, Alisa Strelnikova PROBLEMS AND PROSPECTS OF TOURISM DEVELOPMENT IN UKRAINE.....	106
Anna Konovalova, Natalya Naumova PROS AND CONS OF EFFECTIVE ADVERTISING IN PHARMACEUTICAL BUSINESS.....	107
Aleksandra Kryuchkova, Mariya Pokolodna, Alisa Strelnikova ENVIRONMENTAL TOURISM OR ECOTOURISM.....	108
Kateryna Kulak, Olena Voronina, Nina Minina LIFE-SUPPORT SYSTEMS OF CITIES AS ONE OF THE FOUNDATIONS FOR THE SUCCESS OF THE AGGLOMERATION.....	110

Aleksandr Mashevskiy, Mariya Pokolodna, Alisa Strelnikova SWITZERLAND LIKE AN OBJECT OF TOURISM.....	112
Kate Monastryyova, Mariya Pokolodna, Alisa Strelnikova GREEN TOURISM.....	114
Daryna Nechyporenko, Mariya Pokolodna, Alisa Strelnikova DIFFERENT KINDS OF TOURISM IN MODERN WORLD.....	116
Kristina Obidihina, Radul Makoviei PROSPECTS OF HOTEL INDUSTRE DEVELOPMENT IN UKRAINE.....	117
Karine Petrosian , Radul Makoviei THE ROLE OF INNOVATION TOURISM INDUSTRY DEVELOPMENT.....	119
Viktoria Petruk, Natalya Naumova DECEIT VERIFICATION IN BUSINESS COMMUNICATION.....	120
Maria Prascheruk, Dana Strelchenko THE IMPORTANCE OF A MOTIVATION SYSTEM FOR EMPLOYEES OF THE LOGISTICS DEPARTMENT IN EUROPEAN COMMUNITY.....	121
Anna Shepliakova, Natalya Naumova INTERNATIONAL BODY LANGUAGE DE CODE.....	123
Veronika Veretennykova, Nataliia Bogdan, Olena Iliencko MONITORING OF FINANCIAL AND ECONOMIC SAFETY OF HOTEL INDUSTRY ENTERPRISES IN THE CONTEXT OF DEVELOPMENT OF THE REGION'S TOURIST SECTOR.....	124

SECTION 3

MODERN DEVELOPMENS OF ECONOMICS AND FINANCIAL SECURITY

Anna Baidakova, Hanna Rybak, Yuliia Maksymenko THE PROBLEM OF YOUTH EMPLOYMENT.....	126
Polina Konovalova, Alena Voronina, Liudmyla Shumeiko THE FORMATION OF SOUTH KOREA AS AN ECONOMICALLY HIGHLY DEVELOPED COUNTRY.....	129
Valeriy Levada, Illya Tolmachov, Olena Iliencko AN APPROACH FOR IMPLEMENTATION OF E-DECLARATION OF FOREIGN TRADE GOODS IN UKRAINE.....	131
Anastasiya Mamicheva, Alena Voronina, Liudmyla Shumeiko JACQUE FRESCO. RESOURCES- ORIENTED ECONOMY.....	133

Anastasiia Mukhortova, Hanna Rybak, Yuliia Maksymenko REGULATION OF THE INTERNATIONAL MIGRATION PROCESSES AS A FACTOR OF SUSTAINABLE DEVELOPMENT IN UKRAINE.....	135
Aleksandra Sapega, Hanna Rybak, Yuliia Maksymenko THE LIFE QUALITY OF POPULATION IN THE REGIONS OF UKRAINE...	137
Julia Serdyuk, Yuliia Fedotova, Yevheniia Moshtagh CLUSTER-BASED DEVELOPMENT IN THE TOURISM INDUSTRY.....	138
Katerina Shkurupiy, Olena Dymchenko, Yuliia Maksymenko RESOLUTION SOCIAL PROBLEMS LIKE THE KEY TO DEVELOPMENT OF OUR STATE.....	140
Vladyslav Zapara, Natalya Naumova KANBAN APPLICATION AS A BUSINESS SUCCESS FACTOR.....	141
Anna Tsyhenko, Olena Uhodnikova, Olena Iliencko SPECIFIC ASPECTS OF COMPETITIVENESS OF ENTERPRISE INCREASING.....	142

SECTION 4

LATES ACHIEVEMENTS IN ENGINEERING, ECOLOGY AND ARCHITECTURE

Ivan Aharkov, Tetiana Pavlenko, Vladyslav Skurikhin, Olena Iliencko TRANSIENT PROCESSES IN THE TROLLEYBUS STEERING SYSTEM	144
Anton Anisimov, Viktor Korsun, Svitlana Nikiforova FULLY AUTOMATED SHOTCRETE ROBOT FOR ROCK SUPPORT.....	146
Oleksandra Babak, Maryna Bulaienko, Viktoriia Buhaieva DEVELOPMENT OF THE DOCTOR APPOINTMENT BOOKING SYSTEM PROTOTYPE.....	148
Daria Balo, Galyna Osychenko, Olena Iliencko FOREIGN EXPERIENCE IN FORMATION OF CHILDREN'S PLAYGROUNDS.....	150
Natalia Bantyukova, Svitlana Donets, Andriy Prokhorchenko A NEW CONCEPT OF OPERATING MODEL OF RAILWAY TRANSPORT FOR SINGLE WAGON LOAD AND GROUP DEPOSITS FOR RAILWAY TRANSPORT OF UKRAINE.....	152

Anastasiia Besedina, Maryna Bulaenko, Viktoriia Buhaieva ANALYSIS OF DATA MODEL TYPES FOR BIG DATA REPRESENTATION.....	153
Kateryna Bieliukova, Maryna Bulaenko, Viktoriia Buhaieva MATHEMATICAL METHODS OF BIG DATA REPRESENTATION.....	154
Anastasiia Burlachuk, Zubenko Svitlana LATEST ACHIEVEMENTS IN ENGINEERING, ECOLOGY AND ARCHITECTURE.....	156
Anastasiia Daschenkova, Dmitro Kalyuzhnyi, Valentyna Prianytska ANALYSIS OF EXISTING RESPONSIBILITY DISTRIBUTION METHODS FOR THE SPREADING OF THE STRENGTH SYMMETRY IN THE GENERAL CONNECTION POSITION.....	157
Eduard Diumin, Olena Iliencko MODERN STATE STANDARDS FOR PHOTOVOLTAIC DEVICES IN UKRAINE.....	158
Liliya Dyadenchuk DESIGN IN OUTDOOR ADVERTISING.....	160
Artem Gonchar, Oksana Tarabanovska TECHNOLOGIES CHANGING CONSTRUCTION.....	162
Anna Goriacheva, Iryna Kamienieva USE ILLUSIONS IN ARCHITECTURE.....	164
Khatiia Hoholidze, Natalia Naumova CANADIAN ENVIRONMENTAL PROTECTION MESSAGE.....	165
Kateryna Hovorova, Olena Iliencko IMPROVING THE REQUIREMENT FOR COLORS OF THE STATE FLAG OF UKRAINE.....	166
Galina Kandybalskaya, Gelena Koptieva, Olena Iliencko PRINCIPLES OF RENOVATION OF RIVERSIDE AREAS OF A BIG CITY (USING THE EXAMPLE OF DISTRICT GRIGORIVKA IN KHARKIV).....	169
Viktoriia Klishch, Oleksandr Shepel CURRENT ARCHITECTURAL TRENDS.....	170
Anastasiia Klymova, Iryna Tkalia "GREEN ECONOMY" AS AN APPROACH TO SURMOUNTING THE PROBLEM OF DEFORESTATION IN UKRAINE.....	172

Serhii Korneliuk, Dmitry Tugay, Olena Ilienکو EMPIRICAL SUPPORT OF THE MATHEMATICAL MODEL FOR WIND WHEEL “AERODINAMA”	174
Serhii Kotelevets, Dmitry Tugay, Olena Ilienکو NEW ENERGY EFFICIENT MODEL OF CONVERTING SYSTEM OF SOLAR PHOTOVOLTAIC STATIONS IN THE LOCAL STRUCTURE OF ENERGY SUPPLY SYSTEM.....	177
Mariya Kovalska, Oksana Tarabanovska COMPUTER TECHNOLOGIES IN MODERN CONSTRUCTION.....	179
Darina Lavrinets, Svitlana Zubenko MAIN COMPONENTS OF MULTIMEDIA.....	180
Katerina Loshkariova, Lada Zolotorevskaya ASSISTANTS OF THE XXI ST CENTURY	182
Svitlana Luchnikova, Oleksandr Shepel ENVIROMENTALLY FRIENDLY CONSTRUCTION.....	184
Alina Martirosova, Svitlana Zubenko THE USE OF MULTIMEDIA DESIGN IN ONLINE ADVERTISING.....	185
Yurii Martynov, Olena Ilienکو TO THE QUESTION OF THE CONDITION OF THE DEVELOPMENT OF ENERGY SAVING OF URBAN ELEVATOR.....	187
Elina Milova, Svitlana Zubenko LANDSCAPE DESIGN TRENDS 2019.....	189
Darina Mospan, Svitlana Zubenko IMPLEMENTATION OF BOOK DESIGN IN TYPOGRAPHY.....	190
Liza Myakotina, Svetlana Zubenko GREEN ROOF.....	191
Aliona Nos, Diana Moskalenko, Zubenko Svitlana Oleksandrivna ECO-FRIENDLY BUILDING.....	193
Diana Orel, Larysa Martyshova, Olena Ilienکو THE RELEVANCE OF THE FORMATION OF THE BICYCLE TRANSPORT STRUCTURE IN THE LARGEST CITY.....	194
Iryna Panteleimonova, Svitlana Nikiforova VERTICAL GARDENING	196
Nataliia Petrova, Svetlana Zubenko INFLUENCE OF MINIMALISM AND “ZERO WASTE” MOVEMENT ON MODERN INTERIOR DESIGN.....	198

Nikita Popov, Lada Zolotarevskaya PERSONALIZED MEDICINE AS A NEW TYPE OF MEDICINE.....	199
Danylo Poshenov, Yevheniia Moshtagh FOUNTAIN OPERATION.....	201
Roman Pustovit, Dmitry S. Lyuchkov, Elena V. El Kassem HYBRID TRANSPORT SYSTEMS.....	203
Polina Sadovska, Valentyna Prianytska THE PECULIARITIES OF ENGLAND ARCHITECTURE DEVELOPMENT...	205
Evgeniy Seleznev, Olena Iliencko MODERN LANDSCAPE DESIGN AND ACTUALIZATION OF ARCHEOLOGICAL HERITAGE IN THE ASPECTS OF DOMESTIC TOURISM DEVELOPMENT.....	207
Yana Soldatenko, Anastasia Maligon, Svitlana Zubenko THE DEVELOPMENT OF LANDSCAPE DESIGN.....	208
Yelizaveta Symchenko, Yevheniia Moshtagh FLUSHING GROUTING SOLUTIONS.....	209
Illya Tolmachov, Olena Iliencko ANALYSIS OF FACTORS INFLUENCING THE CHANGING OF DRIVERS' EMOTIONAL STRESS WHEN MOVING IN THE CITY ROAD NETWORK..	211
Yulia Trubitsyna, Alona Reshetchenko, Nina Minina ATMOSPHERIC AIR POLLUTION IN UKRAINE.....	215
Kristina Us, Svitlana Zubenko LOGO IN ADVERTISING.....	216
Roman Viatkin, Kostiantyn Viatkin, Olena Iliencko, LAND MANAGEMENT METHODS.....	218
Liliya Yarmak, Illya Tolmachov, Olena Iliencko ANALYSIS OF EFFICIENCY OF AUTOMOBILE FREIGHT TRANSPORTATION IN INTERNATIONAL TRANSPORTATION (ON THE EXAMPLE OF OPERATION OF TRANSPORT AND LOGISTICS ENTERPRISE "POPOV").....	221
Halyna Yurchyshyn, Andriy Shkolyk, Natalia Hrynya ADMINISTRATIVE PROCEDURE IN THE CUSTOMS SPHERE.....	222
Anna Zaitseva, Katheryna Babenko, Svitlana Zubenko WOMEN IN ARCHITECTURE.....	224
Anton Zinchenko, Kamienieva Iryna EVO LO SKYSKRAPERS COMPETITIONS.....	226

Denys Zub, Oleksandr Shepel NEW ARCHITECTURAL METHODOLOGIES.....	227
--	-----

SECTION 5

PHILOLOGY AND TRANSLATION STUDIES, INNOVATIVE METHODS OF TEACHING ENGLISH AT HIGHER AND SECONDARY EDUCATIONAL ESTABLISHMENTS

Anna Belyaninova, Alla Krokmal PECULIARITIES OF SCIENTIFIC AND TECHNICAL TRANSLATION.....	230
Iuliia Budas TEACHING PROFESSIONAL ENGLISH TO FUTURE PSYCHOLOGISTS...	232
Alina Fesenko, Alla Krokmal PROBLEMS AND PROSPECTS OF INTERPRETING FOR YOUNG PROFESSIONALS.....	233
Kadir Çeşitli, Ksenia Nesterenko BUSINESS COMMUNICATION SKILLS DEVELOPMENT IN LAW STUDENTS.....	234
Oksana Chudak TURNING A CHALLENGE OF TEACHING TEENAGERS INTO A GOLDEN OPPORTUNITY.....	237
Yana Kazaku, Iryna Salata DIFFERENT TEACHING STRATEGIES FOR DIFFERENT LEARNING TYPES.....	238
Kateryna Kryvonis, Alla Krokmal THE METHODS OF PROPER NAMES' TRANSLATION.....	240
Iryna Kamienieva COGNITIVE BASES OF METAPHOR MODELING.....	242
Lily Kuznetsova, Iryna Morozova IMPROVING READING AND STYLISTIC ANALYSIS SKILLS.....	244
Hanna Nestor BYOD AS ONE OF THE MOST POPULAR INNOVATIVE METHODS OF TEACHING ENGLISH.....	247
Zoya Oganessian IMPLEMENTATION OF INDIVIDUALIZATION PRINCIPLES: INVESTIGATING STRATEGIES TO MAKE CONTENT COMPREHENSIBLE IN UNIVERSITY CLASSES.....	249

Uwe Pache, Henke Schulungen, Dmytro Yurchenko ANFÄNGEWAS IST EINE KEYNOTE UND WOZU WIRD SIE EINGESETZT?.....	251
Daryna Petrenko BLENDED LEARNING AS A MODERN CONCEPT IN EDUCATION.....	255
Krystyna Pivunkova FEAR OF SPEAKING ENGLISH: REASONS.....	257
Natalia Romanchuk TEACHING COMPLIMENTS IN THE FOREIGN LANGUAGE CLASSROOM.....	258
Yuliia Shovkoplias LEXICAL ASPECTS OF SPANISH BORROWINGS IN AMERICAN SLANG.....	262
Kateryna Stechenko LEARNING ENGLISH: HOW TO DO IT EASILY	265
Alisa Strelnikova, Senior Teacher MOTIVATION IN ENGLISH LANGUAGE LEARNING.....	266
Daria Strokan IWD AS ONE OF THE MOST EFFECTIVE METHODS OF TEACHING FOREIGN LANGUAGE.....	268
Daniil Topchii KHARKIV PERIOD IN LIFETIME OF FR. YAKIV KRAVCHUK.....	269
Asya Vasylyshyna, Nesterenko Ksenia INTERPERSONAL COMMUNICATION IN ENGLISH CLASSROOM.....	272
Brugt Warnar, Lily Kuznetsova EDUCATION OF SUSTAINABLE DEVELOPMENT – NETHERLANDS EXPERIENCE.....	273
Dmytro Yurchenko WAS IST DIALETIK? GESCHICHTLICHE ANFÄNGE.....	276
Olga Zelinska IMPORTANCE OF METACOGNITIVE SKILLS DEVELOPMENT FOR LANGUAGE LEARNING.....	280
Svitlana Zubenko UISNG TV COMMERCIALS AT ESL/EFL CLASSROOM.....	281

Marta Huk, Leonid Tarasenko, Natalia Hrynya THE COMMERCIAL CONCESSION AGREEMENT (FRANCHISING).....	283
Yaroslav Nackonechnyi, Natalia Zhidinak, Natalia Hrynya CONCEPT, SIGNS AND MEANINGS OF THE MENTAL ELEMENT IN CRIME.....	285
Diana Shakula, Dyakovych M., Natalia Hrynya CUSTODY OVER CHILDREN.....	288

Наукове видання

***МОЛОДІ ДОСЛІДНИКИ У ГЛОБАЛІЗОВАНОМУ СВІТІ:
ПЕРСПЕКТИВИ ТА ВИКЛИКИ***

ЗБІРНИК НАУКОВИХ ПРАЦЬ МІЖНАРОДНОГО ФОРУМУ МОЛОДИХ ДОСЛІДНИКІВ

(11 квітня 2019 року)

*Матеріали форуму подаються за авторською редакцією
мовою оригіналу*

Відповідальний за випуск *О. Л. Ільєнко*

Підп. до друку 12.04.2019.

Друк на ризографі.

Тираж 200 пр.

Формат 60×84/16.

Ум. друк. арк. 19,8.

Зам. №

Видавець і виготовлювач:

Харківський національний університет міського господарства імені О. М. Бекетова,
вул. Маршала Бажанова, 17, Харків, 61002.

Електронна адреса: rectorat@kname.edu.ua

Свідоцтво суб'єкта видавничої справи:

ДК № 5328 від 11.04.2017.